

THE WEATHER

Desert area forecast: Mostly sunny through Wednesday. Little temperature change. High today 80-90 in upper valleys and 90-100 in lower valleys.
 Highs and lows here the past three days were: Saturday, 88 and 42; Sunday, 92 and 47; Monday, 97 and 56.

The Desert Sun

The Desert Empire's Daily Newspaper

EVENINGS

Daily Except Mondays

PHONE 5005

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14 Pages

Palm Springs, California, Tuesday, October 16, 1956

Single Copy 10c Phone 5005

FRISCO-BOUND AIRLINER DITCHES IN PACIFIC, BREAKS UP; 31 SAVED



CHUCKWAGON BREAKFAST at the Cove was one of the trip highlights of the Travellers, an association of Southern California travel agents and travel editors, who were in this area over the weekend as guests of the Riverside County Board of Trade and Palm Springs Chamber of Commerce. The group first visited at Blythe on their three-day swing through the county, and reserved Saturday afternoon and evening and Sunday for the Palm Springs area. (Desert Sun photo)

CONVENTION HERE IS TOLD EMPLOYERS WILL FIGHT PLAN TO EASE WORKER ELIGIBILITY FOR STATE AID

Roger H. Davis, attorney with the law firm of Loeb & Loeb, of Los Angeles, told the Merchants and Manufacturers Association Management Conference at El Mirador this morning that 54,000 Californians are receiving some form of a supplemental benefit under a state and private unemployment program.

Davis, who represents many industrial employers, told the conference that the employers will fight in the 1957 legislature the proposed lowering of eligibility requirements for unemployment payments.

Today, if a working man receives \$600 in any period of employment he can receive \$20 per week for 20 weeks. Davis said, "this makes it possible that an employee will work to meet the requirements and then sit back and take it easy for a while."

"The biggest problem in California is the seasonal employment, such as crop harvesters, who work only some months of a year, and then sit back and collect unemployment insurance," he said.

HE TOLD THE conference that a "marriage" between some industries and the labor unions will be seen in the future, and together they will ask for higher state benefits, but, he declared, "the firms which I represent do not want to see this happen, for it will tend to allow some workers to live off the state."

Under what Davis referred to as the Ford Plan, they will seek to increase the benefit in order to keep skilled labor while "retrofitting," but Davis said this would not offer an incentive to the working man to get a temporary job.

The biggest problem in California today is that more benefits are paid out to workmen in the seasonal field than are paid into the program by them. It is the belief of the employers represented by Davis' firm that seasonal employees do not have to have the unemployment funds to tide them over until the next season.

Davis' firm plans to attack this stand in a court case later this year, to get a ruling from the State Supreme Court.

IN PREVIOUS discussions, noted speakers have delved into the necessity of providing more jobs due to the increasing life span, the success of preventive medicine programs conducted by industry.



OFFICIAL WELCOME to the more than 200 delegates to the Merchants and Manufacturers conference at El Mirador Hotel was given by President Robert Mitchell of the Consolidated Rock Products Company of Los Angeles. The conference will end Sunday. (Desert Sun photo)

the need for constant retraining of personnel, and the growing demand for executives in industry.

The whole theme of all the discussions ranges around "Human Relations."

Dr. Harold H. Goltz of New York City, in discussing preventive medicine programs conducted by industry, said that the program should be expanded if possible because surveys have shown that one-third of those employed at the age of 65 have been found to have been suffering from numerous disorders for years. The programs currently in operation save industry \$10 for every dollar spent, he claimed.

Ben A. Lindberg, director of the School of Commerce at the University of Alberta, told the group that the increasing life span makes it essential to revise retirement plans and social security laws, and to find some way to provide 1.

400,000 new jobs in 1957 to take care of this longer life expectancy.

He urged, if possible, that retirement at 65 be on a voluntary basis instead of compulsory.

RETRAINING OF workers to keep abreast of new types of machinery, and therefore adding to their value, was advocated by Prof. Edwin H. Schell, of the School of Industrial Management, Massachusetts Institute of Technology.

Executives in industry, the growing demand for them and the current shortage, and the need for executives with vision, were discussed by George Dively, chairman of the board and president of Harris Seybold Company of Cleveland, and C. Wilson Randle of Booz, Allen and Hamilton, management-development consultants of Chicago.

The conference ends Thursday.

Portion Sinks Five Minutes After Rescue

Distressed Craft, Two Engines Out, Circles Weather Vessel

SAN FRANCISCO, AP — A distressed Pan American Airways Stratoclipper, bound from Honolulu to San Francisco, ditched in the Pacific Ocean 1,045 miles southwest of here at 8:16 a.m. PST today and broke in half on contact, but all 31 persons were recovered "in good condition."

Twenty-one minutes after the big four-engine Boeing hit the water, the U. S. Coast Guard weather cutter, Ponchartrain, radioed: "All 31 persons taken aboard. All in good condition."

The Ponchartrain's crew of 135, trained in air-sea rescue, had four boats over the side by the time the plane hit the water.

THE PLANE which was forced to ditch when it lost two engines, remained afloat long enough for the crew to launch two life rafts, and transfer the 34 passengers of the mixed tourist-first class flight to the life boats.

Five minutes after the last passenger and crew member left the broken plane, a Transocean Airlines plane flying over the scene reported that the front section of the broken ship had sunk.

IN A DRAMATIC landing, where the split-second control of the plane's captain determines a successful ditching or a disastrous ocean crash, the big plane skimmed into three-to-four foot swells, described as "excellent" for such setdowns, as it hit the water.

The ditching came after plane Capt. Richard Ogg had circled above the Ponchartrain — which operates as weather station in November and cruises the area in a 10-mile radius 24 hours a day — for more than four hours dumping gas and awaiting "more favorable" ditching conditions.

At 8:21 a.m. PST came the terse message from the cutter: "Plane ditched. Broke in half on contact. Four rafts in water. Many survivors apparent. We have two boats in water. Every effort being made to rescue."

The cutter amplified the message with a second one two minutes later, saying that the plane's tail assembly had broken from the rest of the ship and was floating away.

THE LAST TIME a Pan American Clipper was forced to ditch in the Pacific was March 26, 1955, when a Stratoclipper en route from Portland, Ore., to Hawaii landed in the ocean off the Oregon Coast. Four persons died and 19 were rescued by the Navy transport Bayfield.

A series of radio messages received at Coast Guard headquarters here beginning shortly after 4 a.m. and opening with the message that the plane was to ditch, told the tense pre-dawn drama.

Three Mixing Bowls Offered as Bonus To Sun Readers

Thank you. Your response to the special bonus of the set of three mixing bowls has been overwhelming . . . so overwhelming that the Desert Sun has extended this offer for three days.

Many readers have requested this extension, saying that they started too late to save the coupons which have appeared for two weeks in this paper.

Three more coupons will appear before the offer officially ends. This will make a total of 17 being printed, with only six needed for the set of attractive, useful mixing bowls. With the coupons, the cost is only \$1.95, tax included.

The bowls are available at the office of The Desert Sun in The Center, at the Indian Avenue and Palm Canyon Drive entrances.

Desert Hospital Hikes Rates for New Patients

Room rate charged at Desert Hospital were revised by the board of directors Monday, to be effective for new patients starting this morning.

These rate changes are the first since early in 1953, despite an average increase in general hospital costs of five per cent yearly, according to Robert Henwood, hospital superintendent. The increase approval followed a survey of rates in other hospitals in Southern California and parts of the northern part of the state.

New rates are: Semi-Private rooms, the most common, \$17 now compared to \$15 before, and compared to a survey average of \$18; Minimum Private rooms, \$22.50, up \$2.50, compared to a variance of \$18 to \$35 in other hospitals; nursery stay for babies, \$2 to \$5 with the new amount the average in other hospitals.

The increases will not reflect very much on the individual patient as the average length of stay is only four days, Henwood said, but it will result in a considerable increase in the overall hospital revenue.

Drug, X-Ray and laboratory charges have not changed since 1945 when local facilities, were located in the old Palm Springs Community Hospital, he added.

Eisenhower Halts Jet Deliveries To Yugoslavia

WASHINGTON, AP — President Eisenhower is halting delivery of more than 200 jet fighter planes and other military equipment to Communist Yugoslavia.

Mr. Eisenhower disclosed the ban in declaring a new policy day on aid to Marshal Tito's regime.

The President said that for the time being U.S. aid to Yugoslavia will be limited to economic assistance, chiefly food grants, and minor military equipment.

Mr. Eisenhower said the ban on delivery of the jet planes and other heavy military equipment will be maintained until the status of Yugoslavia's current relationship with Russia "can be more accurately appraised."

Dow-Jones Averages By UNITED PRESS

Dow-Jones final stock averages: 30 Industrials 487.57, off 1.83; 20 railroads 160.79, off 0.27; 15 utilities 66.16, off 0.33; 65 stocks 172.38 off 0.61.

Sales today were about 1,580,000 shares, compared with 1,610,000 Monday.

Now You Know Why You Never Tire Of Romantic Movies—It Says Here

HOLLYWOOD, AP — There is a basic reason why love stories stay at the top of the motion picture popularity column, according to MGM's Sidney Franklin, director of romantic hits including "The Barretts of Wimpole Street."

"They are the entertainment world's only real audience participation shows," he said. "Comparatively few persons can be, or have been, cowboys, gangsters, singers, or dancers, but falling in love is something everyone has done at least once in his or her lifetime."

Right to Work Laws Defended By Pyle Here

Right to work legislation, which threatens to become a major campaign issue locally, has been adopted by states with Democratic governors and legislatures as well as under Republican administrations, Howard Pyle, administrative assistant to President Eisenhower and former governor of Arizona, told members of the California Republican Assembly Saturday night.

Gov. Pyle was the featured speaker of the three-day Assembly meeting, with the dinner session attended by 300 persons held in the Starlite Room of the Chi Chi, Headquarters of the quarterly convention, the last before the election Nov. 6, was at El Mirador Hotel.

No reference was made to the current right to work ordinance being considered by Palm Springs city council, the first city ever to propose such legislation, or to the fact that Richard Richards, Democratic candidate for U.S. Senator, urged that such legislation should be fought by members of the local Democratic club and other persons should fight such enactment.

GOV. PYLE INSTEAD, although obviously aware of such factors, kept his remarks on a state and national level.

In direct support of his statement concerning Democratic support of right to work legislation, he used his own state of Arizona. "Right to work legislation was placed on the statute books of Arizona under a Democratic governor and Democratic controlled legislature," Gov. Pyle said, and then he added, "the present Democratic governor, campaigning for reelection, has stated that this same right to work legislation is not a campaign issue."

In regard to the Taft Hartley law, Gov. Pyle said that the Democrats have promised in the past to repeal it, but under a Democratic president and Congress this was not accomplished.

"They haven't done anything about it, they don't intend to do it," he said.

See RIGHT TO WORK on Page 2

\$700 Stolen Here

Police today are investigating the theft of \$700, seven one hundred dollar bills, from the apartment of Dr. E. E. Berman of Baltimore, Maryland, at a local hotel.

Council Ponders Comfy Chairs For New City Hall

City Manager R. W. Peterson reported to the council Monday that the new city hall is now 60 per cent completed, but was still lagging the month of delay caused by the steel strike.

Completion date for the building has been set for Feb. 1. The council also discussed furniture for the new building, and selected chairs for the council and department heads.

WHERE THE furniture and table would be placed for the council, department heads, city clerk, city attorney, and members of the press and radio, had up to yesterday not been known by the council, and the council directed the administration to bring in a floor plan illustrating the setup.

The original layout for the council chambers has the citizens seating on floor level, then administrative officers are seated one step above this level, and councilmen are seated two feet above the ground level.

THE CHAIRS THAT the council has indicated that it wants to purchase will cost \$2,379 more than the original estimate of \$1,322. Seats for councilmen will cost \$318 each, and for department heads, \$244.

Richard DeLong, Peterson's administrative assistant, said yesterday that the new chairs may make it necessary to eliminate the press and radio table from the dais.

Grant W. Canfield, employee relations consultant for the Merchants and Manufacturers Association, now in convention at El Mirador Hotel, will be the featured speaker at the Wednesday luncheon of the Palm Springs Rotary Club at the Biltmore Hotel.

Canfield's topic will be "How to Select Better Employees." Hy Ranes, city planning director, will be program chairman.

Dance Production

A 40-minute stage production will introduce "Sun Country Dancing" to Palm Springs tonight at the Plaza Theater.

Group Formed To Curb Theft Of Hub Caps

Automobile accessory thefts which now constitute a major crime problem, have caused an organization of law enforcement agencies, and representatives of auto-dealer groups and insurance underwriters which this week took the first step to bring to a stop the "hubnapping" in Palm Springs.

Just over the weekend two more reports of hub cap thefts were given the police department. Joe Odenburg of Glendale reported that hub caps were taken off his 1950 Dodge, and L. A. Harrison of Santa Barbara told police that caps were missing off his 1956 Oldsmobile. Both parties had special hub caps on their cars.

CHIEF OF POLICE August G. Kettmann, who has assigned Robert Flavin as representative on the new organization, said that it is the department's hope that it is the aid of local garage and service station operators, an end can be put to the theft of hub caps.

Officer Flavin said that local service stations displaying the sign that they will mark hub caps free as a public service are ready to mark hub caps. Although it is of most importance that newer and larger cars, as well as cars with special caps, have it done first, all cars will eventually be covered.

THE LICENSE number of the car is printed in the hub cap by means of a vibrating tool which does not break the chrome or cause rust. The marking is permanent and visible. Marking the hub cap is done with three namers on each side of the valve stem hole, i.e.: SUN (hole) 123.

A suggestion by the committee is that insurance companies would materially aid the program by insisting that caps be marked on replacement of stolen caps.

Rotary To Hear M&M Consultant

Grant W. Canfield, employee relations consultant for the Merchants and Manufacturers Association, now in convention at El Mirador Hotel, will be the featured speaker at the Wednesday luncheon of the Palm Springs Rotary Club at the Biltmore Hotel.

Canfield's topic will be "How to Select Better Employees." Hy Ranes, city planning director, will be program chairman.

80 Bales Cotton On Truck Burn

Wesley Burk of Brawley suffered facial burns while trying to save the cab of his truck from being destroyed by fire last night as he attempted to unhook it from a semi-trailer which was carrying 80 bales of burning cotton.

The truck, owned by a Brawley firm, was en route to Los Angeles from Yuma, when the fire was discovered just east of Thousand Palms.

The heat of the fire blistered the rear part of the cab, and melted the rear tires of the vehicle. The entire load of cotton was afire, and remained smoldering for hours.

Young Couple Nabbed for Occupying, Then Robbing Vacant Village Homes

Three local burglaries were solved here this weekend with the arrest of a teen-age couple who were reportedly setting up light housekeeping in unoccupied homes in Palm Springs.

William A. Mealer of Anaheim, was booked by local police on burglary charges, and charges against his companion, a 14-year-old Buena Park girl, will be filed in a petition with the juvenile authority in Orange County.

N. A. Waters, 280 Vereda Sur, found the boy in the shower of his home when he arrived here for the weekend, and took him to the police station. The boy nearly escaped when, after arriving at the police station, he ran out of the building and up Palm Canyon Drive until he was again apprehended by Sgt. Bill Lux.

Sgt. Robert White said that Mealer is one of three boys who last year stole an automobile belonging to Elsinore Machries Gilliland. Sgt. White said that the couple is suspected of burglarizing the homes of J. S. Kemper, 345 Via Las Palmas, and Martin Wade, Jr., at 425 Camino Norte. Items of clothing were taken from the Wade home.

Before Judicial District Judge Eugene Theriault yesterday, the boy was certified to juvenile hall, where he will await action of juvenile authorities. If he is refused by them, he will stand preliminary.

MAKE A NOTE If you fail to receive your daily Desert Sun by 6 p.m.

CALL 5005 Palm Springs Area By 7 p.m.

8-7241 Cathedral City Area

Torrance Wife Beaten to Death As Family Sleeps

hearing in the local Judicial District court.

The boy, who told police when he was arrested that he was 18 years old, told the judge that he was actually 17, and had not given his correct age to the State Department of Motor Vehicles so that he could get a driver's license.

TORRANCE, AP — A 35-year-old housewife was choked and beaten fatally in her home today as her husband, a brother-in-law and two children slept, police reported.

Police said Mrs. Maudie Lee Horsely apparently was followed home from work at Douglas Aircraft Co. The killer entered the house through a back door, struck his victim over the head and tried to strangle her as she battled for her life.

Two men were apprehended later at Hermosa Beach and turned over to Torrance detectives for questioning. They were identified as Dallas Roosevelt Morris, 21, and Ronald Lee Cody, 20, both of Hermosa Beach. The pair denied any knowledge of the murder.

Mrs. Horsely died at Harbor General Hospital after she managed to crawl to a telephone and call for help as the attacker fled.

LEGAL NOTICE

NO. 111
NOTICE OF SALE ON EXECUTION
REAL PROPERTY
CONSTABLE'S SALE
ROMER, O'CONNOR & CO., Inc., Plaintiff
vs.
RAY RENVILLE, etc., Defendant

Under and by Virtue of a Writ of Execution issued out of the Municipal Court of the County of Riverside, State of California, dated the 15th day of May, A.D. 1956 in the above entitled action, (said directed to the Constable of Palm Springs, Township of the County of Riverside, State of California), where the above named plaintiff, obtained a judgment against RAY RENVILLE, individual, and RAY RENVILLE d/ba DESERT PEST CONTROL, the above named defendant, on the 15th day of May, A.D. 1956, for the sum of TWO HUNDRED TWENTY and 02/100 dollars, and costs and counsel fees amounting to TWENTY NINE and 81/100 dollars. I have this day levied upon all the right, title and interest and estate of the above named defendant RAY RENVILLE in and to the following described real property, situated, lying and being CITY OF PALM SPRINGS in the County of Riverside, State of California, and more particularly described as follows, to-wit:

That certain real property known as 428 Camino Real to the City of Palm Springs, County of Riverside, State of California, and more particularly described as Lot 12, Warm Sands Tract, Map Book 18, Page 14, of Maps and Records on file in the Riverside County Court House.

PUBLIC NOTICE is hereby given, that I will on the 15th day of November, A.D. 1956, at 10:30 o'clock a. m. of said day, I will sell all the right, title and interest of said RAY RENVILLE and or either of them in and to the above described property, or so much thereof as may be necessary to satisfy plaintiff's claim, besides all costs, interest and accruing costs.

The sale will take place at The Justice Court in Palm Springs, California, at public auction, for lawful money to the highest and best bidder.

Dated, October 12, A. D. 1956
HOWARD POE
Constable of Palm Springs, Township.

Publish Oct. 16, 23, 30 and Nov. 4, 1956.

Beck Store Wins Display Contest

Beck Brothers Men's Wear was awarded first place in the window display contest conducted by the Men's and Boys' Apparel Guild during their convention in the Village over the weekend.

Taking second was Desmonds, and in third place was David Roth, who has completely remodeled and enlarged his store.

Joe Komorow, immediate past president of BAGIC, was chairman of the judges.

Angeleno, County of Los Angeles, State of California, the following described personal property, to-wit:

All stock in trade, fixtures, equipment and good will and name of a certain fur business, known as TETTELBAUM FURS OF PALM SPRINGS, INC. and located at 145 North Palm Canyon, in the City of Palm Springs, County of Riverside, State of California, and that a sale, transfer and assignment of the same will be made, and the consideration therefor will be paid at 10:00 o'clock a. m. on the 24th day of October, 1956, at the escrow department of David Blonder, Los Angeles and L. J. Hanson at 428 South Hill Street, Room 708, in the City of Los Angeles, County of Los Angeles, State of California.

This Notice of Intended Sale is being given, published and recorded in conjunction with and in addition to that former Notice of Intended Sale dated August 14, 1956 and recorded August 20, 1956, as Document No. 57813, in Book 1885, page 237 of Official Records, Riverside County, California, and the escrow heretofore set forth in this Notice of Intended Sale is the same escrow heretofore set forth in the aforementioned Notice of Intended Sale recorded on August 20, 1956.

Dated: October 10, 1956.

TETTELBAUM FURS OF PALM SPRINGS, INC., a California corporation
By ALBERT TETTELBAUM, President, Vendor.
TETTELBAUM OF BEVERLY HILLS, a corporation
By DAVID BLONDER, Vendor.
Attorney in fact
Publish: October 16, 1956



RIM OF THE PACIFIC styles in men's and boy's fashions for 1957 were shown at the MAGIC and BAGIC show on the Desert Inn grounds and they certainly were from the far flung shores of the Pacific. Designers traveled to Haiti, South America, Australia, the South Sea islands and then on to Hong Kong and Japan to gain inspiration. They came back to California and found that some of the styles here were also very acceptable. Silk, cotton, mohair and sundry other clothes are used in shirts, sport jackets and slacks. The entire scale of colors was used in the clothes displayed by live manikins. Pictured on the left is an ensemble called the "Beach Boy Style." The pants are ankle length, in-cuffed slacks with a set-on waistband. The shirt is a boat neck style in a horizontal jersey striped pattern with a set-in

boat neck. How not to sell belts for father with mother making the selection is the center picture. The model brought "ohs and ahs" from the spectators with the coiled python twisting and writhing about her neck. The next step is a snake belt and no more python. The picture on the right shows a sport coat ensemble made of 100 percent silk woven in Italy. Iridescent gold threads are woven through the fabric tending to set the jacket off in an exotic style. The slacks are a combination of materials that are wrinkle proof in dark blue. Hundreds of models paraded in coolie finger-tip jackets and striped wickers for bathing, and the coined words to describe the various clothes would fill a ten page brochure. (Desert Sun Photo)

ARTHUR MURRAY invites you to accept a \$50.00 DANCE COURSE FOR ONLY \$14.50



HERE'S WHAT YOU GET!

- 6 individual studio lessons
- An invitation to a student party
- Complete Dance Analysis
- 8 hours practice sessions

Open daily 'til 10 p. m.

Arthur Murray is making this special introductory offer so you can see how much you actually get when you enroll in an Arthur Murray Dance Course! Not only do you learn to dance quickly, easily his "Magic Step" way, but you get to join in the party fun and have lots of good times. Come in now and save.

For Illustrated Dance Booklet Send 10c and Your Name and Address to
ARTHUR MURRAY DANCE STUDIO
120 West Arenas Road Palm Springs Phone 2725

Desert Hospital District Pared

Board of directors of Desert Hospital dropped 54 square miles of land from its jurisdiction Monday, returning it exclusively to the Hemet Hospital District.

The area involved, located in the uninhabited area of the Santa Rosa Mountains, had been located in both districts. Total tax loss to the local district because of the board's action is less than \$10.

No one appeared at a public hearing held prior to the board's action.

41 Here Give To Blood Bank On First Visit

First appearance of the Riverside-San Bernardino two-county Blood Bank here this fall was very successful, with 43 persons offering to donate blood and 41 being accepted, Robert Henwood, hospital superintendent, reported.

Average quota for the monthly visits during the fall, winter and spring months is 25 pints. The unit does not come here during the summer months.

The response Monday, both from individuals and organization members, was exceptional and indicates an increased interest in the Blood Bank program and its many benefits, Henwood said.

Among organizations represented were the Elks Lodge, Kiwanis Club, Baptist Church, Civil Air Patrol.

Henwood called for a similar response at the November visit of the Blood Bank, with the date to be announced in the near future.

NOW-REFINISH YOUR FURNITURE WITHOUT REMOVING OLD FINISH

NEW BEAUTIFUL DECORATIVE FINISHES

You Can Refinish a Breakfast Set, Complete Bedroom Set—TV Set, etc. For Only **\$4.97**

Palm Springs Paint Co.
378 South Indian Avenue
Phone 3591

Joseph Suber Funeral Held

Funeral services for Joseph Suber, 62, former Village resident, were conducted Thursday at the Russian Orthodox Catholic Church in Los Angeles, with interment following Friday at Forest Lawn.

Suber died Tuesday, Oct. 9, following an extended illness. He had been here over the previous weekend visiting his daughter, Mrs. Victor Malley, of Malley Manor, 1035 East Ramon Road, and then had returned to Pasadena where he had resided for the past 18 months.

Survivors besides Mrs. Malley are three brothers, Joe Suber of Gardena, and Peter and Frank Suber of Passaic, N.J.

Mrs. Malley expressed her personal appreciation, together with that of other members of the family, for the expressions of sympathy received from Villagers.

New Parents Guild Meeting Tonight

First meeting of a new Parents Guild, together with election of officers, will be held at the Palm Springs High School at 8 p. m., tonight, Tuesday.

All parents of high school students are invited to attend.

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MARILYN MONROE
BUS STOP
Introducing **DON MURRAY**
with **ARTHUR O'CONNELL**
BETTY FIELD
BLEN HICKART
Produced by **BUDDY ADLER**
Directed by **JOSHUA LOGAN**
Screenplay by **GEORGE AXELROD**
—Co-Feature—
RICHARD WIDMARK
TREVOR HOWARD
JANE GREER
RUN FOR THE SUN
Theatre

Bird Oxygen
Palm Springs Airport
Phone 4229 - 9966

Sociable, Runaway Elephant Livens Nixon Campaign Stop in Ohio

EN ROUTE WITH NIXON (AP)—Vice President Richard M. Nixon whipped his whirlwind campaign through Indiana toward New York state today, wooing labor and radiating confidence.

Nixon's tour was marked by a run-away elephant Monday night and he talked as if his party initiated its emblem.

HE STARTED ANOTHER grueling day with a speech at his overnight stop in Youngstown, Ohio, then flying stops and speeches in Evansville, Ind., Fort Wayne, Ind., and an address and overnight stay in Buffalo, N.Y.

Aides said Nixon planned to answer in Buffalo Democratic presidential nominee Adlai E. Stevenson's defense of his proposal to halt hydrogen bomb tests. The vice president has been challenging Stevenson daily on the topic.

Shortly before the Nixon plane landed, an Air Force jet fighter took off, and Miss Burma went lumbering down the runway in pursuit. Her keeper collared her and she went back to being a Republican.

NEW YORK (AP)—Sen. Estes Kefauver temporarily took time out from lambasting Vice President Richard M. Nixon today to prepare for his first nationwide telecast.

The Democratic vice presidential candidate spent an 18 hour day campaigning Monday in Vermont and the New York City area with Nixon as his principal target.

Ed Hawkins Memorialized

Resolution of sympathy and appreciation on behalf of the late Ed Hawkins was adopted by the board of directors of the Desert Hospital District yesterday, with city council at its informal meeting also agreeing to adopt a similar resolution at its next session October 24.

Back Experience Back Backstrand

Lee Backstrand has devoted nearly 30 years of his life to unselfish civic and public service for Riverside County.

On November 6th—Reelect Assemblyman

L. M. (Lee) Backstrand
INCUMBENT

Committee to Re-Elect Backstrand — OV 4-8684

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LAST TIMES TODAY, TUESDAY, OCT. 16
SIZZLING!
"Cha Cha Boom!"
PENEL PLANO and the Orchestra
MANY HAVE TRO
HELEN GRAYSON
LERO AKAZAZ
and the Orchestra
MARTY LOPEZ
A Columbia Picture

WED.-THURS.-FRI., OCTOBER 17-18-19
CAUGHT IN THE CASSABAH
TECHNICOLOR
PORT AFRIQUE
starting Port ANGELI and CAREY
Doris PRICE

—Co-Feature—
TO THE ENDS OF THE EARTH
starting **DICK POWELL** and **SIGNE HASSO**

PLAZA THEATRE
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TONIGHT ONLY, TUESDAY, OCTOBER 16.
PALM SPRINGS PREMIERE
"Sun Country Dance Frolics"
Featuring:
World-famous Emcee-caller Ralph Maxhimer and 16 Square and Round Dancers
Fun for All Ages! 45 Minutes of the country's top talented Square Dancers in a fast-moving package of "live" entertainment!

ON THE SCREEN:
DICK POWELL — DEBBIE REYNOLDS
"Susan Slept Here"
WED.-THURS.-FRI.-SAT., OCT. 17-18-19-20

OLIVIA de HAVILLAND
JOHN FORSYTHE • MYRNA LOY
ADOLPHE MENJOU
in **CINEMASCOPE**
the **Ambassadors Daughter**

CHI CHI STARLITE ROOM
STARTS WEDNESDAY
The Topnotchers
Three Mad Men of Distinction
Exclusive Decca Recording Artists
Jeanne Hiller
THE WONDERFUL SINGING DISCOVERY OF
THE LOS ANGELES GREEK THEATER SEASON
COMPLETE DINNER FROM \$2.25
BILL ALEXANDER AND HIS BAND
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Breathing Problems?

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IN PALM SPRINGS during the Republican State Assembly meeting, Howard S. Pyle, left, and administrative assistant to President Eisenhower, and Mrs. Pyle are met at the Palm Springs airport by Republican National Committeeman Edward Shattuck, Con gressional

Jackie Odum Strikes Back at 'Play Girl' Tag in 'Strongest' Campaign Talk

By HILLY CRAWFORD

Jacqueline Cochran Odum's speech before the Republican women's luncheon at Howard Manor on Saturday was the most forceful one of a year-long campaign, with the Congressional candidate from 29th District, losing a blast of facts and figures at her opponent, D. S. Saund.

Obviously irked at Democratic propaganda which has labeled her "play girl" and made use of the fact that she is a wealthy woman, she proceeded in businesslike fashion to quote from some of her opponent's own published statements.

She said, "He says he is a poor man, yet he owns a home, thousands of dollars worth of equipment, and a Dun and Bradstreet check shows he is worth a quarter of a million. I don't call being worth a quarter of a million dollars, being poor."

SAYING THAT SHE, herself, is a product of the sweat shop and

Obeys School Speed Zones CHP Warns

Obeys school speed zones and avoid killing our children, warns the California Highway Patrol.

"There is a growing lack of obedience to speed limits in school zones," declared Patrol Deputy Commissioner Ross R. McDonald. "This failure to heed school zones can easily lead to a tragic traffic accident involving a school child."

Now that children are back to school it is well for every motorist to review the speed limits in school zones as required by the law," McDonald continued. "A top speed of 15 miles an hour is in effect when passing a school building or grounds while children are going to or leaving the school during opening or closing hours or during noon recess periods."

"This limit also applies when passing any school grounds which are not separated from the highway by a fence, gate or other physical barrier while such grounds are in use by children," he concluded. "Drivers must watch out for children anytime, for children are apt to do the unexpected anytime."

ATTACKING THE indefinite quality of Saund's pledge that he favors "some form of Health Insurance," Mrs. Odum demanded, "What does he mean by that? ... some form of socialized medicine?"

Advocating an all out campaign on the part of all Republicans between now and election time, to put Ike back in the White House and elect Republican candidates,

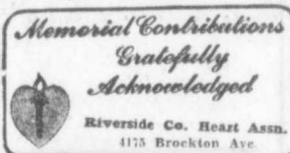


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Opposite the Plaza

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From Page 1, MORE ABOUT

RIGHT TO WORK

anything about it, and labor is going to be sucked in again by Democratic campaign promises," he charged.

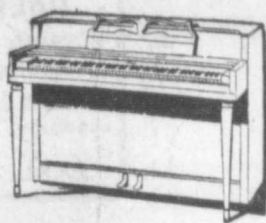
GOV. PYLE DEFENDED the Republican administration's record on labor. Saying that "the facts speak for themselves," he said that union membership is at an all-time high, take-home pay is 15 per cent greater than in 1952, and more people are working than ever before and unemployment was lower last month than in any September on record.

A major portion of his address was devoted to attacking the voting record of Sen. Estes Kefauver who he referred to as the "Heir Apparent," seeing that the Democrats are referring to Vice President Richard Nixon in the same manner.

Gov. Pyle also called for election of a Republican Congress, and asked that locally, Jacqueline Cochran Odum be given all support possible. He appealed for an intensive vote campaign.

The dinner was one of many held throughout the country in honor of President Eisenhower's birthday.

Robert Craig, president of the California Republican Assembly, presided at the meeting. Other speakers included Arnold Rumwell, local Assembly president, and Mayor Florian Boyd, who presented Gov. Pyle with a key to the city.



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Summer Tan Heads Hawthorne Cup Field

CHICAGO, 10 — Summer Tan, den by Dave Erb and owned by headed a field of nine today in the Mrs. John W. Galbreath, was 21st and richest running of the \$130,850 Hawthorne Gold Cup. Vanderbilt's Find and Mrs. Jan A 2-1 favorite, Summer Tan, rid-Burke's Dedicate.

GLEASON is back funnier than ever.

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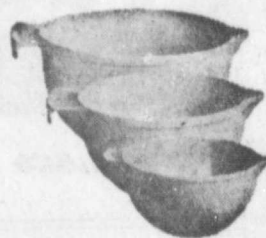
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192 S. INDIAN AVENUE, PALM SPRINGS

The Desert Sun

Plastic Mixing Bowls
READER BONUS
Coupon No. 15

Every Reader of The Daily Desert Sun can have this set of Colorful, Plastic Mixing Bowls simply by presenting 6 Reader Bonus Coupons plus \$1.95 (tax included) at our office.

A differently numbered Reader Bonus Coupon will be published each day, starting Sept. 25 and continuing through Oct. 12. Clip and save these coupons and when you have six differently numbered coupons (they do not have to be consecutive) bring them to The Daily Desert Sun office and claim your set of 3 Colorful, Pliable Plastic Mixing Bowls.



You can pick up your set starting Tuesday, Oct. 2 from 9:15 A.M. to 5:15 P.M., and each Saturday from 9 A.M. until Noon, or call Palm Springs 5005. All coupons void after Oct. 23.

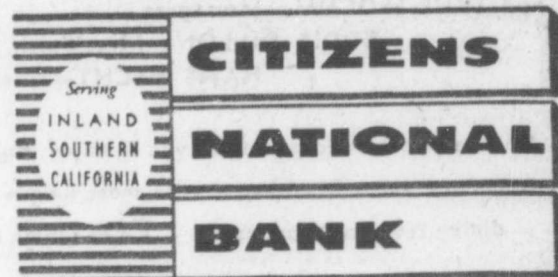
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At all offices of Citizens Bank you may now have your personal checks individualized with your name and address—without charge. Enjoy the convenience of personalized checks. It's a better time than ever to open a Citizens checking account! Order your imprinted checks from the Citizens Bank office where you do your banking business.



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HEY, LOOK!
FALL BUILDERS:
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- ★ Reed Fence
- ★ Hardware

- ★ Weldwood Plywood
- ★ Slumpstone Brick
- ★ Micarta Tops



Palm Desert

By GRETCHEN CHEESEMAN

Tab Hunter, the well-known young movie star, spent the weekend in the desert, and is a familiar figure around the Shadow Mountain Club pool.

Miss Jean Hanousek, daughter of Mr. and Mrs. R. J. Hanousek, spent the weekend with her parents at their Yerba Santa Street home.

The Palm Desert Community Church held their second service of the season last Sunday. The Rev. Warren C. McClain, the new pastor, will be installed by the Riverside Presbytery officials, Sunday afternoon, Oct. 21, at 3 o'clock.

The Adobe has completely redecorated six units. This popular resort is owned and managed by Jim and Marilyn Hurst. Marilyn's mother, Mrs. Harold Smith, will be arriving any day. Mr. and Mrs. W. Beedle, parents of the famous William Holden, have been staying at the Adobe and looking

for a building site for a new home they plan to build.

Mr. and Mrs. D. F. Lundell and Mrs. Stanley Hedberg of Hugison, Calif., were guests this last week of Mr. and Mrs. Ottar Roen. Mrs. Roen is "at home" here now after spending the summer in her home in San Jose.

Recent guests at Shadow Mountain Terrace were Mr. and Mrs. R. E. Liss of LaJolla, Mr. and Mrs. J. Wildon Green and Miss Nancy Green of Pasadena, Miss Frances B. Whippy of Laguna, and Mr. and Mrs. J. B. Messick and Wendie Messick, also Miss Karen Rice, all from Playa del Rey.

Mr. and Mrs. Frank Atha have sent out invitations for cocktails, buffet supper and dancing on Sunday, Oct. 21 to be held at their Brentwood Park home. Many from Palm Desert will attend this affair. Frank and Crystal Atha are members of the Sun Lodge Colony and spend many weekends on the desert.

Mrs. Adrian Schwilck is entering her niece, Patricia Gift of Allentown, Pa., for a few days.

Greek King Rejects \$198,500 Raise

ATHENS, Greece — King Paul said today he will forego the private allowance increase granted him by Parliament this week and will cut expenses instead.

Parliament increased the royal family allowance by one-half, raising it to \$397,000. The King said he decided against acceptance because of accusations of overspending and criticism of his pleasure trips.

Oct. 18, has a treat for its members and guests in the way of a program. Elizabeth Talbot-Martin, famous for her "Satirical Monologues," is the guest artist.

BUSINESSMAN BACKS Backstrand
"Because he has benefited our state and country while practicing strict economy."
EARL COFFMAN

Humes Return To Palm Desert

Grace and "Rock" Hume, who spent four months in Lake Tahoe this summer, are back at their home in Palm Desert.

Mrs. Hume, owner of "Grace's Sportswear," opens her tenth season in Palm Desert this year. During the summer she made several buying trips to Los Angeles and San Francisco and will carry a new line of "Serbins" (golf dresses) in her shop.

California boasts a "vintage year" for wine every year—unlike other parts of the world where grapes reach full maturity only during exceptional years—because of a long growing season.

This Is Get Acquainted With All the Nice Business People Week Next Week Come See Us.
(RED KENYON)

S.D. Health

PIERRE, S. D. — One of the "lacks" concerning health in South Dakota is a lack of knowledge of health services available. T. A. Evans, educational director of the state's health department,

has been cooperating with the State Agriculture Extension Service in conducting health lessons for home agents. He suggests that counties create an "awareness" of the health personnel shortage and to make good use of facilities now available.



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Full Course Dinners from 1.95
Club Breakfast from .75
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HOTEL DINING ROOM PUBLIC INVITED

Dinners from \$2.50
Service from 8 A.M. to 9 P.M. Daily

THE SEA HORSE

Specializing in SEA FOOD

Serving Luncheon and Dinner

Our Chef: Frank, formerly of Beverly Hills Club
Open 11:30 A.M. to 2:30 P.M. and 5:00 to 10:00 P.M.
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Home Cooked MEALS
Home-made Pastries and Puddings
Featuring Sour-Cream Dressing
Breakfast—Lunch—Dinner
Complete Dinner From \$1.65

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We Are Now Specializing in Chinese Dinners From \$1.75 at the RAINBOW ROOM

Dining Room Open 5 P.M. to Midnight
CLOSED TUESDAYS — CARRYOUT SERVICE
BOB ROBINSON FOR YOUR COCKTAILS
GEORGE AND BAMBI—YOUR HOSTS
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Laurye's STEAK RANCH

Famous For Steaks

Prime Chopped Sirloin Steak Dinner	\$1.65
Top Sirloin Steak Plate Dinner	\$1.75
N.Y. Cut Sirloin Steak Dinner	\$3.25
Filet Mignon Steak Dinner	\$3.50
1/2 Fried Chicken (Pan Fried) Dinner	\$2.25
Prime Chopped Sirloin Steak Plate Dinner	\$1.25
Reward for Early Diners Daily 'Til 6:00 p.m. Sat. 5:30 p.m. N.Y. Cut or Top Sirloin Steak Dinner Regular \$3.50 Early Diners Only	\$2.65

EARLY DINERS SPECIAL ALL COCKTAILS 50c

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DINNERS FROM \$1.75 — IMPORTED & DOMESTIC WINES



Open from 5 p.m.—Sunday from 4 p.m.—Closed Monday
1235 South Palm Canyon


Argentine STEAK HOUSE

The Restaurant with the International Flavor!

Specializing in Steaks
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Italian Specialties

Serving Breakfast, Lunch and Dinner

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FLY IN — DRIVE IN

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LOBSTER STEAKS CHOPS CHICKEN
Roast Choice Prime Ribs of Beef
Piano Bar Entertainment Nightly

- HARRY GILLINGHAM Playing Nightly at the Piano Bar
- Air Conditioned by Refrigeration
- Everyone Welcome

You Are Cordially Invited to the
GRAND OPENING WEEK
of the beautiful

Caravan Room

in The Lone Palm Hotel

where there's
SI and TRUE SLOCUM—Managers
EDDIE DILLON—Mixologist
HANS HECHT—Chef Supreme

Will be pleased and proud for you to enjoy exquisite cuisine in a most unusual setting — The most unique and exciting dining room in Palm Springs—"A Lee Linton Creation."

The Lone Palm Hotel

1276 N. Indian Avenue

Phone 2241



The Guadalajara Boys Nightly



Brunch to start the day at 10:00 a.m.
Dinner service 4:00 p.m. 'til closing.
Dancing Nightly, 10:00 p.m.
1032 N. PALM CANYON DRIVE — PHONE 7301
KEORGE AND ETHEL STREBE

Set your sights For food that delights



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AT ITS FINEST... visit RANCHO MIRAGE!
An Art Linkletter Development
The West's busiest people have chosen exclusive Rancho Mirage as their place to relax in the sun. Its discreet proximity to Palm Springs and the desert playgrounds, its sunny, healthful climate, its luxurious exclusive homes and its unmatched scenery have drawn discriminating people to Rancho Mirage.
For casual, gracious living, see distinctive Rancho Mirage today. Homes range from \$15,500 to \$26,950. Drive down today and see desert living at its finest at beautiful Rancho Mirage, located between Thunderbird Golf Club and Shadow Mountain Club.
Furnished models now open for your inspection.
Large View Lots Available
Rancho Mirage REALTY CO.
An Art Linkletter Development
In Rancho Mirage
71-511 Highway 111 Opposite Post Office
Phone: Palm Springs 8-3881 Phone: Palm Desert 76-4646

New Sales and Building Policies Set for Grandview Development

New policies in sales and building affecting the Grandview Unit of the Art Linkletter-A. Ronald Button development in Rancho Mirage, were announced today by Mel Anderson, general manager of the Rancho Mirage Realty Co. Additional sales offices of the Realty Co. opened last week in Los Angeles and Pasadena and with the present intensive landscaping program under way on the Grandview unit, the policy has been inaugurated requiring that on every fourth Rancho Estate site purchased, the home be built within a two-year period.
Stated Anderson, after commenting on the many developments where people have bought for speculation and the property lies vacant, "This new procedure in real estate sales and building with its attendant architectural restrictions, will constantly create homes and inevitably add to the value and beauty of the Rancho Mirage development."

Public Acclaims Gift Gallery at Rancho Mirage
The public reception of the new line of gifts at the Gallery of the Rancho Mirage Furniture, "has been very enthusiastic," according to the owner, Mrs. Owen W. Collins.

"Friends and customers alike," she said, "praise the beauty, charm and piquancy of the gifts, representative as they are, of each country of the world."
Glassware from Sweden, lamps and teakwood from Denmark, hand-made klumpe dolls from Spain and appropriate greeting cards of every inscription are a few of the items displayed in the Gallery. Mrs. Collins, who spent the major part of the summer attending gift shows in Carmel, San Francisco and Los Angeles, selected the gifts personally.

In the furniture department, new lines of casual indoor and outdoor furniture have been added, together with a wide variety of decorative home accessories. New "Objects d'Art," shipped directly from Europe, are scheduled to arrive throughout the winter months.

With many years experience in business management and practical interior decoration, Mrs. Collins and her husband moved to Rancho Mirage last March, and established both the Rancho Mirage Furniture and "The Children's Corner," next door. Herself the mother of seven children, she was at one time owner of an antique shop in Orange County and for the past three years she and her husband have remodeled and redecorated income properties in Long Beach.

Frank Meline Company, he participated in the west side developments of Los Angeles, including Bel Air, Brentwood and Riviera.

Said Anderson today, with regard to his new position, "In view of my past experience in handling some of the most exclusive real estate developments in Southern California, I am deeply impressed with the beauty of Rancho Mirage and with its tremendous possibilities."

"People passing on Highway 111 have no conception of the extremes to which Art Linkletter and A. Ronald Button have proceeded in their objective — to make of Rancho Mirage a masterpiece of development and a showplace of beautiful homes."

Enjoying the month of October at "Glad Manor" are Mr. and Mrs. A. E. Metcalf who reside in Los Angeles, and William Reed of the Los Angeles Country Club.

Joan Wyman who recently opened her insurance office in the Carl Henderson office in Palm Desert, has taken a cottage at Glad Manor for the year.

Mr. and Mrs. Ralph White, well known masonry contractor, have returned for the season after spending the summer on the coast.

Mrs. Harriet McConnell of Los Angeles, who has been visiting at the home of her daughter and son-in-law, Mr. and Mrs. Ronald Button, celebrated her birthday last Wednesday. Guesting with the Ronald Buttons over the weekend were Mr. and Mrs. Jerry Gilbreath. Mr. Gilbreath is president of Royaltone Photo Service in Los Angeles.

Mrs. Alma Morgan, recovering from a recent illness, is doing so well she is planning a trip to Europe after the Christmas holidays. After being redecorated, her home on Sahara Road will be rented during the season.

Within the next two weeks Mr. and Mrs. William Shilliam of Los Angeles will open their home on Magnesia Falls Drive. Mr. Shilliam is an executive of Standard Oil Company.

Mr. and Mrs. Everett Wright of Kiva Market had their granddaughter, Linda, visiting with them for a week.

Making her home in Rancho Mirage to be near her daughter and son-in-law, Mr. and Mrs. Dick Roether, is Mrs. Annie L. Feldges, of Los Angeles.

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RANCHO MIRAGE

By JEAN PATANE
Gathering in the Compass Room of the Desert Air Hotel for lunch and to chat about the activities of the summer, were the friends of Alyce Walker. Following the delightful mid-day snack the group went to Mrs. Walker's home and enjoyed listening to her play and sing a few of the many tunes she has written, and Marjorie Lovelless entertained with a piano medley of popular numbers.

The door prize, a gift from the "Seven Seas" was won by Virginia Langwell. Among those present were Rachel Ball and Doris Fields from Palm Springs, Dorothy Sarah Edwards, Eva Williams, Doyne Elliott and Connie Van de Walker of La Quinta. From Indio came Virginia Langwell, Margaret Mead, Mignonette Peterson, Vi Kolinski, Ada Kulla, Marjorie Lovelless and Athmore Cotter.

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The natural beauty and the building value of Rancho Mirage were paramount in the decision of Norman Lyons, head administrator of Southern Division of F.H.A., to purchase one of the scenic view rancho sites and he plans to start building in the not too distant future.

Mr. and Mrs. Samuel L. Carpenter, well known in the desert area, have purchased one of the new deluxe homes nearing completion.

Mel Anderson of Rancho Mirage Realty announces the appointment of Don L. Hamilton and Earl Gates as co-managers of the Los Angeles office and Harry Thompson in charge of the Pasadena office.

The staff of the Rancho Mirage Realty Company were elated over the surprise appointment of A. Ronald Button to the office of State Treasurer.

Jack McCallum, architect, will open an office in the building adjacent to the Post Office within a short time.

Nearing completion by Hoams Construction Company is the custom built pool, one of the most beautiful in the area, at the new home of Mr. and Mrs. A. Ronald Button.

Recent weekend guests at Desert Holiday Hotel were Mr. and Mrs. Calvin Edwards and Mr. and Mrs. Ralph Hunter. While here they were dinner guests at the home of Mr. and Mrs. Al Ames.

Libby Shelley, former musical comedy star, of Brentwood is at her Rancho Mirage home with her children, Bridget and Dario.

Angela Buccino, daughter of the Michael Buccinos, and a student at San Diego College for Women, enjoyed a weekend at home.

Mr. and Mrs. Donald Walker have taken a house for the winter. Formerly of Las Vegas, Nevada, Mr. Walker is now associated with Hoams Construction Company.

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HIGHWAY 111 RANCHO MIRAGE

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Today's homes are worth more!
"Take it from us..." say Mr. and Mrs. Brown
"North America's Homeowners Policy gives more protection!" (TENANTS POLICY if you rent)
"Take it from me..." your independent local agent
"North America's Homeowners is one package—one premium!" (TENANTS POLICY if you rent)
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Society

Hildy Crawford, Society Editor
Phone 5005

Mrs. August Paul Is New Regent D.A.R. Chapter

Following a dessert luncheon at the home of Mrs. Herbert Foster, Cahuilla Chapter D.A.R. held its first business meeting with Mrs. Frederick Watson, Regent presiding.

The resignation of the Regent was submitted and accepted and Mrs. August K. Paul became the new Regent. Filling the vacancy caused by the resignation of Mrs. Leon M. Wilbur, Mrs. Reynard L. Joseph was appointed treasurer. An interesting program was presented by Mrs. Perle M. Swart.

Weekend guests of Mr. and Mrs. Francis J. Pruitt of 1642 South Calle Marcus were their daughter and son-in-law Mr. and Mrs. Frank Dunn of Fullerton.

To protect a rubber swim cap in winter storage, wash and dry it thoroughly. Then sprinkle it inside and out with talcum powder or corn starch.

Social and Club CALENDAR

(Clubs and organizations are invited to call in calendar dates to 5005.)

October 16
Beta Sigma Phi, 42-078
Rio del Sol Rd., 7:30 p.m.

October 17
Welfare and Friendly Aid,
Health Center, 3 p.m.
Cahuilla P-TA Chuckwagon,
Tamarisk Park, 6 p.m.

October 18
Lions, Chi Chi, noon.
Jaycees, Legion Hall, 7:30 p.m.
Elks Lodge No. 1905, 8 p.m.

October 20
J. C. Steak Fry, Desert Inn
Mashie Course, 7:30 p.m.

October 23
Societists, 752 Palo Verde
Ave., noon.
Kiwanis, Biltmore, noon

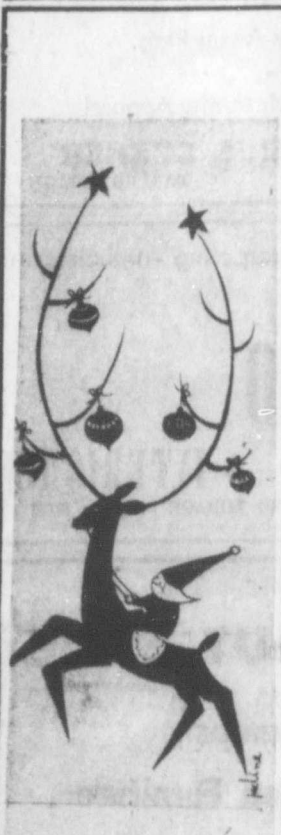
Grandparents Again

Mr. and Mrs. Stuart Allen announce the birth of their second grandchild, a son, to Mr. and Mrs. Kipp Pritzlaff of Encino. Mrs. Pritzlaff is the former Mary Allen of Palm Springs.

Mrs. Tom Lunde of Ross, California, has been a houseguest of Mrs. Verna Clarke of 2475 Cardillo, this past week.



REPUBLICAN WOMEN heard Jacqueline Cochran Odlum deliver the most forceful address of her campaign for a Congressional seat, when she addressed a luncheon meeting at Howard Manor on Saturday. Here Mrs. Odlum stands between Mrs. Earl Coffman, on right, and Margaret Martha Meis, State Assembly vice president, who presided at the luncheon. Seated are Mrs. Edna Shattuck, on left, and Mrs. Frank Bennett. (Desert Sun Photo).



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that
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to
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and see our
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of traditional
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Slenderizing News

AGES 14 TO 70



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I'M 28 POUNDS THINNER AND I LOVE IT!

"I don't think anybody ever dreaded reducing the way I did," says Miss Ann P. Johnson, pretty Los Angeles receptionist of 430 South Burnside. "Then one day I couldn't get into my old stand-by size 20 skirt and I called Stauffer! In two months they've brought me from 156 to 128 pounds and I loved every minute of it."

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PLENTY OF FREE PARKING Next to Thrifty

Wedding Is Surprise To Friends

Friends of Dr. Yosef L. Tiber, resident physician at Cedars of Lebanon, and Sheila Lucia Davies, a nurse at the same hospital, were surprised Sunday when they attended what was supposed to be an engagement party and found that the two had been married in Palm Springs on Thursday.

The pair were married Thursday evening at the home of Rabbi Leon Rosenberg, in the presence of his prents Dr. and Mrs. Leon J. Tiber, and his cousins, Mr. and Mrs. Al Sirott of Palm Springs. The bride wore a ballerina length gown of white lace over taffeta, with a shot, flaring veil, and carried a wedding bouquet of white orchids and stephanotis.

The wedding party dined at the Chi Chi, following the ceremony. The bride, who is the daughter of Mr. and Mrs. Solly Davies of Chingford, England, completed her nurse's training before coming to this country a year ago. Passport difficulties prevented them from going to England for their marriage, but they plan to visit there in about a month on a delayed honeymoon trip.

They will make their home in Hollywood.

New Products

A new cream-base medication that doesn't sting even when applied to open wounds now is being marketed. The maker claims the product is more effective than iodine, mercurchrome or vertinol. The cream base is supposed to keep the medication in contact with the wound longer than powder or liquid antiseptics.

The medication is greasy, stainless and easily washable from the skin, according to the manufacturer. You can even eat the contents of a tube and suffer no ill effects. (Johnson & Johnson, New Brunswick, N. J.)

White Sun Opens Doors

Mr. and Mrs. J. C. Dengler opened the gates to their White Sun Guest Ranch Saturday night, October 13. An atmosphere of informality was enjoyed by the guests, many of whom attend each year. Music plays an important part at the popular Ranch, and Saturday night was no exception, with the guests playing for dancing and entertainment led by Mrs. Dengler on accordion and Mr. Dengler with his guitar.

Among the guests and friends were: Mr. and Mrs. Henry Wilcox, producer of Cecil B. DeMille's "The Ten Commandments", Dr. and Mrs. Poldi Engleman of Los Angeles; Art Salisbury, owner of the "Jolly Roger" in Balboa and in Honolulu.

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IT WAS A SURPRISE to friends attending an engagement party in Los Angeles on Sunday, to learn that Sheila Lucia Davies and Dr. Yosef L. Tiber had been married in Palm Springs three days earlier. Dr. Tiber, resident physician at Cedars of Lebanon, is a cousin of the Al Sirots of Palm Springs. (Paul Pospesil Photo).

What To Do

Use clear nail polish to patch a small hole in window or door screen. Just dab a drop on the spot.

Dice fresh Bartlett pears into the mayonnaise dressing for fruit salad, to add texture and flavor.

A cup of bleach in water helps to clean linoleum of hardened floor wax.

When sprinkling clothes for ironing, remember that warm water penetrates faster and more evenly than cold.

You get A SLENDER FIGURE

relaxing at home

with the **STAUFFER HOME PLAN**



Are you tired of being overweight, of not looking smart in your clothes? Then you should learn about the modern STAUFFER HOME PLAN which slims inches from ankles, thighs, hips, tummy, upper arms... beautifies posture, makes your carriage more graceful, firms and tightens muscles, gently molds your present figure into lovelier lines. The Plan consists of passive exercise through use of the machine, plus reduced caloric intake. It is the modern reducing method Vogue Magazine calls "the lazy way to exercise."

RENT-IT-BY-THE-MONTH
You can buy it for 50¢ a day

FREE DEMONSTRATION.
A Stauffer representative will demonstrate the Stauffer Home Plan for you in your home, at your convenience. No obligation. Write or call today for a courtesy demonstration.

Call P m
Springs 701

Easterner Here To Visit Sister

Mrs. Keith T. Middleton of New Britain, Connecticut, is here for a fortnight's visit with her sister Miss Isabelle Charneau.

Mrs. Jules Charneau, before coming here. She has fallen in love with Palm Springs and may give up her plans for buying a home in St. Croix, Virgin Islands, and become a Villager.



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Formerly at Palm Canyon Drive and Andrea Road

Here we are

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The new season

in

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New things

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More to come.

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in a new Toreador Blouse
And as dainty as a doll.

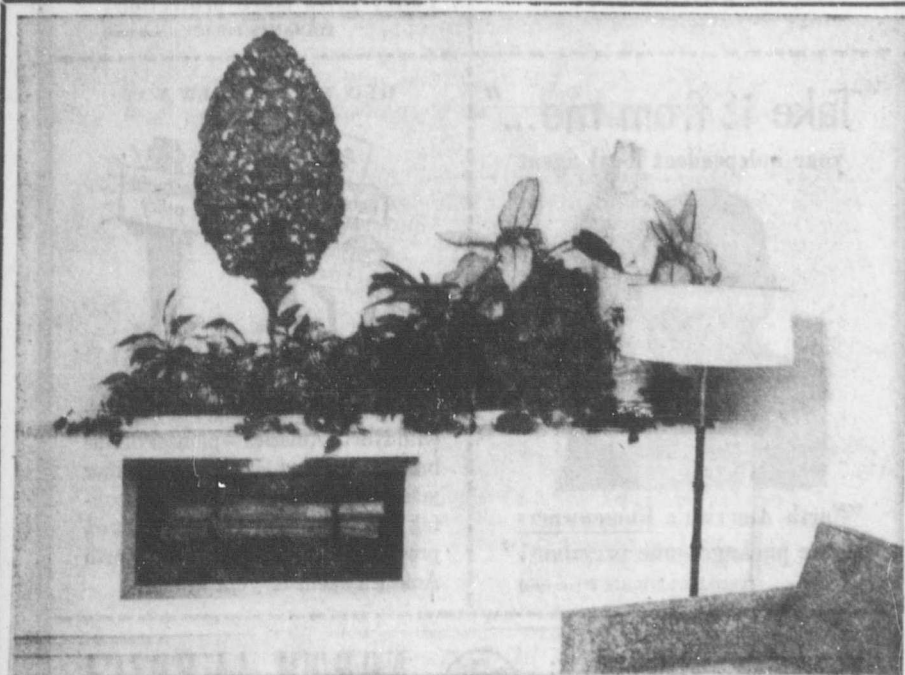
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practical a lace trimmed

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Around Town

with Hildy Crawford

"Let's get acquainted" . . . is the slogan in Palm Springs this week . . . with everyone downtown wearing name tags . . . It is a good time to pin a name . . . on people you see all the time . . . It's a good time to foster that feeling of friendliness . . . that is a root part of Village tradition . . . Every year Palm Springs expands . . . and in the winter months it swells to city-size . . . but no matter how big we get . . . it is important that we cherish that Village spirit . . . and welcome our visitors and tourists . . . with genuine warmth . . .

Long a part of Village tradition . . . the Racquet Club's opening dinner dance Saturday night . . . was a gay reunion for members and friends . . . as a crowd filled the club that has been the scene of so many happy times . . .

It was good to find Tex and Sy behind the bar . . . Maitre d' Albert welcoming the diners . . . and Teddy Neoll and his orchestra playing for the dancing . . .

Something new and exciting . . . is the balcony effect the Mural Room has . . . now that the side wall has been removed, between it and the main dining room . . . It gives a spacious effect, more airiness . . . and it's elevated just enough that I think this is going to become the choice spot for diners . . .

Charles and Virginia Farrell were entertaining at cocktails in the lounge . . . preceding dinner . . . and hosted a big dinner party . . . which included the Ralph Kiners . . . Just back from attending the World Series . . . the Kiners were celebrating their fifth wedding anniversary . . .

Others in the Farrell party were . . . the Bill Powells, Bob Hills, Bill Reeds, Eddie Susallas . . . Mr. and Mrs. Carlos Taveres, the Bill Cannings, Adam Mustos of San Francisco . . . the Edward Cudahys, Sherman Hulls and film star Bob Wagner . . . who was here to accept the Most Eligible Bachelor award from MAGIC . . .

Joan Davis was there with Jerry Nathanson . . . Elsinore Machris with the Bill Murphey's . . . the Walt Disneys with a party of friends . . . Florence and Harold Murphy were hosts to a table which included Dorothy and Harry Joe Brown, Margaret and S. P. Manasee, Foxy and Ed Leshin, and the Irwin Isenbergs . . .

Helen and Jack Kenaston had Dutch Smith and Evelyn Carr with them . . . Dutch is looking great after his operation this summer . . . With the Graham Dexters were Bess Bender and Dr. Frank Fara . . . The Charles Feinmans

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Every Monday
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JOBS DAUGHTERS
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R.A.M. No. 150
1st and 3rd Wed.
7:30 P. M.
O. E. S.
1st and 3rd Thurs.
8:00 P. M.
SHRINE CLUB
1st Tues at 12 Noon
Doll House
HI 12 CLUB
1st and 3rd Thurs., Noon
Desert Aire Hotel
Rancho Mirage

(Diane lost the expected baby) were with the Jack Swimmers . . . Norm Waters (in town for a couple of weeks) and Kitty Pritzlaff were with the Harrison Fishers . . .

Others in the big crowd were . . . the Malcolm Clarkes, Al Jablows . . . Mr. and Mrs. Sam Janis, Dr. and Mrs. Robert Backstrom, the Jerry Sanborns, Ernie Nathans, and Ted McKinney . . . the Asher Levys, Nathan Ohrbachs . . . Maurice Greenspoons . . . Jack Meiselmans . . . Buddy Bregmans with a Hollywood group . . . The Thomas Bannons (came down from the north and opened their house a week ago) with his brother and sister-in-law the Bert Bannons of San Moreno . . .

Songs from "My Fair Lady" . . . sung by Jimmy Kerr . . . added to the evening's entertainment . . .

The club's first weekend . . . found the Freeman Gossens registered there . . . and Spencer Tracy . . . Dinah Shore and George Montgomery . . . and Jack Benny were all seen around the club this weekend . . .

The Philip Carlsons flew in Thursday night . . . and are at their home on Linda Vista Drive . . . Carlson is the philanthropist, who recently gave a \$250,000 library to his home town . . . Bridgeport, Connecticut . . .



JUST BACK from the World Series, Ralph and Nancy Kiner were celebrating their fifth wedding anniversary Saturday night at the Racquet Club. (Anderson Photo).



SATURDAY NIGHT'S dinner dance at the Racquet Club, first of the season, drew a crowd of members and friends. Pictured arriving are, from left, Evelyn Carr, Dutch Smith and Mrs. John Kenaston. (Anderson Photo).

Post-Birthday Party Given by Kitty Kieleys

Eighteen classmates from St. Theresa School were invited to the Tom Kieleys home at 2777 East Baristo Road Saturday evening, as guests of the Kieleys' daughter Kitty, who was celebrating her 12th birthday. The celebration had been postponed from her actual birthday, which is September 13.

Dancing and games followed the dinner, with its traditional birthday cake.

Guests at the birthday party were: Lynne Coffman, Diane Co-day, Linda Lafrantz, Laura Pratt, Mary Jane Waldron, Debby Coonan, Judy Gillette, Nonny Scully, Karen Anderson, Jimmy Ritter, Michael Cohen, Michael Riley, Tony Minnello, Robert Malone, Brent Hough, Ricky Burnham, Philip Singular, Victor Stumpf.

L.A. Surgeon And Wife on Vacation Here

Dr. and Mrs. Lewis Gunther of Beverly Hills, who have been staying at Deep Well Ranch, were guests of Dr. and Mrs. Joseph Sage Tuesday evening in the Biltmore Garden Room. Also in the dinner group were Mr. and Mrs. Jack Copass.

After the dinner, Dr. Gunther, who is Chief of Medicine at Cedars of Lebanon Hospital, addressed the staff of Desert Hospital at the invitation of Dr. Sage. He also showed colored slides and films of surgical treatment of angina pectoris.

The Gunthers were also guests at a Wednesday morning brunch at the Copass home on South Calle Marcus. The two men have been acquainted since World War II days, when Dr. Gunther was heart specialist at Long Beach Naval Hospital and Copass was a patient there.



BOB WAGNER, who is currently doing a role in "Jesse James," is talking with Charles Farrell and Mousie Powell at the Racquet Club's first dinner

Parent Guild Re-Elects Mrs. Morris

Between 60 and 70 attended the first meeting of the Nellie N. Coffman Junior High School Parent's Guild, held Thursday evening in the High School cafeteria with an election of officers for the new 1956-57 season.

Mrs. George Morris was re-elected president; Thurman Arnold, vice president; Mrs. Hy Finerman, secretary; Mrs. Joseph Sage, treasurer; Mrs. Thurman Arnold, publicity director.

During the evening, interesting discussions were held by the teachers and parents on school discipline, school activities and homework.

All parents and interested persons are invited to attend these meetings which will be held the second Thursday in every month.

Pan-Hellenic Starts Meetings On October 25

Coachella Valley Pan Hellenic will hold its first informal luncheon of the season October 25 at Shadow Mountain Club at 12:30 with Mrs. Robert Ellsworth and Mrs. Frances Pruitt as co-hostesses.

New officers for the 1956-57 season are Mrs. Frances Pruitt president, Mrs. Donald Entz, vice president, Mrs. Roger Williams, secretary, Mrs. Clyde Hollenbeck, treasurer, Mrs. Wade Ellis and Mrs. James Ketchersid, program chairman.

Any member of a National Sorority is welcome to attend and are asked to call the following numbers for reservations. Mrs. Pruitt 5728, and Mrs. Ellsworth, Palm Desert 76-2271.

Attend Fall Rally

Representatives of congregations of the Lutheran Church Missouri Synod were in Elsinore today attending the Fall Rally of the Palm zone of the Lutheran Women's Missionary League.

Palm Springs women in attendance were Mmes. Elden Miller, Chester Madison, Fred Hathaway, Orvil Zappe, Gene Stormoen.

Born on 13th

A baby girl, weighing six pounds four and a half ounces, was born at Desert Hospital on October 13, to Mr. and Mrs. Robert Manchel 2253 Belding Drive.

PALM SPRINGS



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resorting to pretty accessories

ibicca of California does big things with little heels. Provocative "jewelled" eyelash in back suede, brown, beige, pink or yellow calf, 16.95; golden calf, 18.95. Vinylite and black suede sling, 16.95

italian straws are a dash of the Continental in the desert. From an exciting new collection in white and soft pastels: crescent shape tote, with multi-color straw rosettes, 8.95* Smaller pouch in clipped fringe straw for an interesting effect, 8.95* *plus 10% federal tax

bare minimum, the short-shortie comes just to the wrist. Snow white touch in double woven cotton; snug wrists. Sizes 6-7½, pair 3.00

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THE DESERT SUN PUBLISHING CO.
GEORGE E. CAMERON, JR., President

174 North Palm Canyon Drive

WARD J. RISVOLD, Publisher

Telephone 5003

OLIVER B. JAYNES, Editor

MAC L. HUTCHENS, Executive Editor

WILLIAM RASHALL, Promotion Director

DON KLOTZBUECHER, City Editor

The Desert Sun is an independent news paper dedicated to truth, accuracy, and impartiality in the news; to the progress of the desert region; to the support of that which it believes to be right and to the defeat of that which it believes to be wrong.

Editor's Corner

Oliver B. Jaynes

'GOOD TASTE MEANS' BETTER BUSINESS'

With the above slogan as their guiding principle, the business men of La Jolla, Calif., through their Town Council have agreed among themselves to abide by a set of rules governing signs in the attractive beach community. They are determined that they are not going to let La Jolla go the way of so many other California cities which have been spoiled by the creeping paralysis of uncontrolled signs.

This cooperative attitude on the part of the businessmen of La Jolla is a fine example for the merchants and hotel owners of Palm Springs.

La Jolla has retained its charm more than any other Southern California beach town by this policy which its merchants have established. Carmel, on the Monterey Peninsula, is another community which, although smaller, has preserved its unique atmosphere by the cooperation of its business interests.

Palm Springs is in much the same position as these other resort communities whose charm could easily be spoiled by uncontrolled signs. (Zoning is equally important but not quite as difficult to regulate.)

Maintaining its reputation as one of the nation's most attractive desert resorts is so vital to the future prosperity of Palm Springs that the City Council was prevailed upon several years ago to enact an ordinance restricting the size, nature and location of signs. This city law has been frequently under attack and it is the most difficult regulation to enforce. Many merchants paying high rents feel that they should have signs attracting business. This is a fallacy because "advertising" signs are not in keeping with the character of this re-

sort community, and could, in time, defeat their very purpose.

Palm Springs attracts visitors, vacationists and new residents by its charm as well as its advantageous climate. It is these people who patronize the stores. Signs of an attractive nature should serve the sole purpose of identifying each establishment. The charm of the community is an advertisement for all the stores and hotels. By this sound reasoning the business interests of this community should be thankful that we have a sign ordinance. They should comply with the regulations, because the measure was adopted to protect them and their investment. They should bear in mind also that competition for larger and more elaborate signs can become very expensive.

Here's the program on which the merchants of La Jolla have VOLUNTARILY agreed:

1. There shall be no commercial bill boards in La Jolla.
2. Signs shall be limited proportionally to the size of the building (no more than 1/4 of a square foot for each lineal foot of space).
3. Signs shall be flat against the building, not overhanging the sidewalk.
4. No signs on roof tops.
5. No flashing, blinking or "running" electric signs.
6. No "For Sale" signs on houses; no signs on vacant lots. (Resident note).

If every business man in Palm Springs will give this important phase of their business operation here some serious thought, we feel sure that they will see the wisdom of controlling signs in the Village and give the enforcement of the ordinance their wholehearted and voluntary support.

MIKE CONNOLLY:

Greg Bautzer Teaching Law

In London they're calling Marilyn Monroe "The American Diana Dors" . . . Greg Bautzer, recently we to Dana Wynter, teaches a law class at UCLA while she's making "Something of Value" at M-G-M . . . Cy Feuer and Ernie Martin, who produced "Can Can" and other musical smashes on Broadway, signed a deal to make a movie of Dan Cushman's "Stay Away, Joe," a novel published in 1952 . . . If you think Marshall Field's is crowded you should see 20th-Fox's set for "The Girl Can't Help It" when Jayne Mansfield is working . . . The actor who played the second lead role in Kraft Theatre's "Murder of a Sand Flea" last week was named Rip Torn . . . So a young actor here in Hollywood decided to change his name to Warren Peace . . . Favorite pastime for Grace and Frankie Albertson is making up names for actors. This is the one they invented for a new serial star: Cliff Hanger Here's another, for a handsome new leading man: Tab Collar.

DAN DAILEY WAS set to co-star with Barbara Rush and David Niven in 20th-Fox's "Oh, Men! Oh, Women!" . . . Friend of mine who has seen some footage on "Anastasia" tell me Ingrid Bergman is better in it than she was in "Gaslight" . . . Deborah Kerr, currently shooting "Heaven Knows, Mr. Allison" in Tobago, is in better shape physically than she's ever been but you'll never know it because she wears a nun's habit throughout the picture . . . Ethel Barmore is producer Philip Dunne's Godmother. The late Finley Peter Dunne was Sammy Colt's Godfather. So on Monday of this week Finley Peter's son Philip signed Ethel's son Sammy for a top featured role in "Three Brave Men" . . . Stuart Cramer, Jean Peters' ex-spouse, bought Louis Hayward's home in the Hollywood Hills and the Haywards are moving to the flatlands of Malibu . . . Shirley Jones signed to make one picture a year for 20th-Fox, thanks to her work in "Oklahoma!" and "Carousel," for the next seven years.

ROCKIN', ROLLIN' Roberta

Sherwood wound up her record-breaking stand at the Mocambo and Ella Fitzgerald, who wows a gentler muse, opens this week . . . You wonder where all those Metropolitan Opera execs were when they let a great talent like Helen Traubel go to sing in the saloons. Miss Traubel had a fabulous opening at Hollywood's Moulin Rouge. Jimmy Durante, who came on for a quick bow at the finale, said, "I feel I was a little responsible for Helen going into the nightclubs. I got her from the Met to the Moulin Rouge. And you know something?—she can wind up at the Band Box!" . . . The Band Box, if this needs explaining, is a little joint on Fairfax Avenue, in an unfashionable part of Los Angeles . . . Mae Murray got up to dance, between shows, and the orchestra played "The Merry Widow Waltz" for her, after which Mae turned and took a deep bow to the ringsiders . . . Yep, it was a real swinger, a gasser, and when Miss Traubel took a flying leap at any old melody (everything from a "Carmen" aria to "St. Louis Blues") that's when I was happiest.

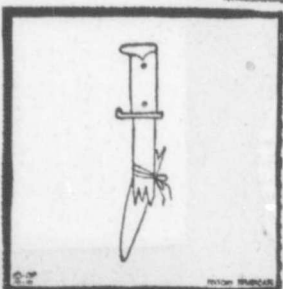
EDDIE FISHER and Frank Sinatra formed a music publishing company, Saga, Inc., to publish their own songs. It's named after the boat owned by Axel Stordahl, the musical conductor . . . Barbara Nichols' definition of tolerance: Something that keeps a new bride from reforming her husband right away . . . M-G-M is looking around for a leading lady for Big Crosby in "Man on Fire." Must be in her early 20's, must be good-looking and chic. Sounds like Kathy Grant . . . Incidentally, Bing won't sing in this one . . . Eva Marie Saint and Nigel Patrick are talking about setting up their own independent production company: Saint-Patrick.

TV TOPICS—Oh, NO!—A Hollywood supermarket chain featured an Elvis Presley record for 29 cents with every \$10 purchase last week and more than \$62,000 worth of groceries moved off the shelves in four days . . . Judy Garland, who works up a queen-size appetite with her vocal gymnastics on the stage of the Palace in New

York every day, sent for her Beverly Hills cook . . . That "Andy" character, unseen on "The Brothers" show, is played by Barney Phillips, who used to be Sgt. Friday's sidekick on "Dragnet" BBA (Before Ben Alexander) . . . That new Kathryn Grayson series that CBS has up its sleeve is described as a "Western." I won't believe it till I see it . . . You can't keep a good thing down. That's why CBS-TV is bringing "Mama, starring Peggy Wood, back into our homes. This show, you may recall, was cancelled last season after 30 telecasts . . . The seal trainer at Marineland is named Captain Winston. One of the seals bit him (it's a joke, son and) flipped: "Winston Tastes Good—Like a Seal Trainer Should"

Doodles

By ROGER PRICE



"FIXED BAYONET"

The History of the bayonet began in France in the 16th Century. At that time a small dagger called a "Bayonette" was popular and was used to open wine bottles and Frenchmen. Later it was adopted as a weapon by all Armies and was used extensively during each of the wars we've had to end all wars. Today, however, the bayonet is considered old-fashioned because experts have invented more deadly weapons such as the flame thrower, the machine gun and the sports car. This sort of makes an orphan out of the bayonet, but Infantry soldiers still carry them and find them useful for trimming whiskers on bivouac or for toasting K-Ration Weenies.

THIS SIDE of The Sun
By Phat

The Series has ended.
So now with real zest,
We turn our attention
To the Week of the West

Three weeks from today is election day. Before all of the votes are counted, it will be Western Week. When we'll go Western in thought, attire and frolic.

Saved by the bell when Village organizations came to the rescue with the necessary wherewithal, plans are going on apace for the big event which will set the spark for the high-powered season, already upon us.

CLIFF CAMPBELL and T. D. McDonald, co-chairmen of the event, are scurrying around, talking here and there, also looking busy on plans for the carnival. They are looking—and that is pleasant—for a queen for the event. A real Western queen. Other plans are being whipped into shape and it looks as if the 1956 edition of Western Week—or the 13th renewal, as they say on the sports pages, will be a success.

DATES FOR THE EVENT are November 7 to 14. That will give those who were disappointed on November 6 a chance to recuperate. Some of the candidates seeking office that day and who have been here campaigning, have signified their intention of attending. One, an optimist, said he would be glad to attend to rest up here after the strenuous campaign. Another, pessimistic, said he would be glad to attend—to forget.

ADVERTISING is a wonderful institution. Because of it, the nation is prospering, business moves along swiftly, spurred by the words which people who have something to offer, put forth.

But advertising can also be annoying. I am not talking now of singing commercials. Some of them are highly entertaining.

Naturally, I am in favor of the printed word. That you can skip it in the mood, by merely wetting a thumb and turning the page. With the air kind, you have to ease yourself out of a comfortable chair if you would reduce the volume or turn it off.

THE KIND of advertising which irks me and would induce me NOT to buy the product involved, is that on billboards which hide the view, on the panels of delivery trucks which weave in and out, causing consternation on the highways and—the top pest—advertising via telephone. You are in the shower and the telephone rings. You wrap a towel around the middle and slosh across the floor, leaving wet footprints on the clean rug. You getta go. It might be an important call.

SO YOU LIFT the receiver. And a voice says:

"We want to let you in on an exceptional offer. For only \$50 down and easy monthly payments, you can . . ."

Then you tell him what he can

And vow that's one produce you'll never buy. Just like the product of the firm whose name appeared on the billboard that blotted out the scenery or was emblazoned on the delivery truck that almost sent you into the ditch.

'Who Cares About Cost—Promise It Anyway'



Dr. Benjamin Goldberg

DUMPING SYNDROME

After an abundant or rather large meal, human beings not unlike animals sit back stuporously, into a state of torpid or sleepy contentment. This is marked occasionally by a feeling of fullness in the epigastrium, which is that area below the breastbone in the upper abdomen.

Meanwhile the stomach, whose walls are made up of elastic tissue, acting as a reservoir churns the food and gastric juices into a liquid digestant mixture, and at regular intervals small amounts of this are extruded into the first portion of bowel or duodenum.

In some individuals with markedly irritable stomachs or in others who have had a portion of the stomach removed surgically because of an intractable ulcer or cancer, food is rather quickly dumped into the bowel in large amounts. Particularly is this evident where the stomach has been resected or a portion of it removed, with a new opening made into the second portion of bowel or jejunum.

AN UNPLEASANT group of symptoms is therefore referred to the dumping syndrome. As noted above some of these patients are neurotic and have increased spasm. Such neurosis may also be present where the surgery and new openings have been made.

Usually 10 or 15 minutes after the meal has been eaten, in such individuals, there is a sudden onset of fullness in the upper abdomen, and an unpleasant sensation of sweating, nausea, gaseous, eructations, weakness, a marked increase in the pulse rate with palpitations and frequently collapse.

Not all of these appear every time. The severity of the attack varies from very mild to a condition of actual disability. The patient usually lies down, and in doing so begins to feel improved very shortly. These manifestations are more prone to occur when the meal has been one of carbohydrates, that is starches and sugars. For with the dumping of such food comes a rapid

rise in the sugar content of the blood, and this is later followed by a sudden drop in the blood sugar, producing the fainting and weakness.

WHERE THE STOMACH has been resected or partially cut away, it no longer acts as a mixing reservoir, but merely as a funnel pouring the admixture of various foods directly into the bowel, and producing a concentrated solution which demands a large amount of fluid to be secreted from the bowel wall to lessen and neutralize the concentrated content.

It becomes very important therefore in such individuals to follow a dietetic regimen of foods which are non-irritating, not concentrated, rather bland, and easy of digestion.

It may also be necessary to take medicinal substances of a digestive type, as well as those which lessen the irritability and too-rapid contraction of the stomach and bowel walls. Taking food at frequent intervals, as many as six meals a day in small quantities, should also be a requisite.

QUOTES

PEORIA, Ill.—Dr. Harold P. Rodas of Bradley University, revealing President Eisenhower has names for the few remaining hairs on his head:

"The President told me 'Mrs. Ike is always worrying about my hair, but really I don't have anything to worry about. In fact there are so few I have named them.'"

WASHINGTON—Emil Jonsson, acting foreign minister of Iceland, on the problem posed by the presence of American troops in his country:

"Let us make clear the difference between being anti-military, or perhaps, rather non-military minded, and our having animosity toward any nation. The Icelanders have no such feeling."

GRIN AND BEAR IT

By LICHY



"The increased use of tranquility drugs should alarm every doctor . . . Bad enough people don't pay their medical bills, now they'll even quit worrying about them! . . ."

BILL RASHALL

Unedited

Messrs. George Cameron, Jr., president of The Desert Sun Publishing Company, and Ward Risvold, publisher of the same newspaper, have launched me on a new career—radio—over the facilities of Station KDES which is owned by the former and is an affiliate of this newspaper.

Now in addition to pounding out in Unedited what I see and hear about the Palm Springs resort area I will be reporting a new sidelight on events over KDES.

It is with a great deal of trepidation I step across the threshold into the world of sound. The imposition of my voice as it may flow through your radio receiving set around the swimming pool, in your automobile, across the living room or just anywhere you may turn and dial 920 and hear me will be equally as new for you as it will be for me.

Of course, you may always shut me off but fast and I will not know except that you may have my apology in advance for intruding any time in the future. The same is true of this column when glancing at the by-line you may decide with great haste to just pass the story up or to throw Unedited down in disgust.

THERE IS ONE thing I know. I am not liked or loved by everyone in our community. Any man or woman who thinks so is a deeply dyed fool. I know that in view of the articles authored by yours truly I have from time to time stepped on the toes of many. Others came forth with those pats on the back that are of course pleasing. However, that is what every newspaperman expects and I know it will be true with my daily broadcast—there will be brickbats and bouquets.

In essence, my narration over the air will follow the pattern of Unedited. I pledge to let the chips fall where they may whenever I am positively sure that anyone's action will affect the community as a whole or even in the majority. I love Palm Springs. I love the people who live here. This is my home. Just as you are, so am I interested in the orderly growth of this beautiful desert of ours.

What may be of great interest to you is of equal interest to this newspaper and KDES. When tragedy hits a neighbor it must hit everybody including yours truly with its impact. For a better community, a better life for all of us here, count me in as one of the workers toward that goal. I know that my employers have and will continue to support this attitude.

THIS COLUMN and the radio broadcast earnestly solicits your contributions of interest to all of us who live here. There is nothing more worthwhile in a newspaperman's life than to have people tell him of their troubles. Quite often it is possible by bring-

ing some irritating subject into print or by airing same on the air a problem may be solved. So give. Send me your letters. Call on the telephone. I hope to be your obedient servant on KDES as I do hope I have been and will continue to be in Unedited in The Daily Desert Sun.

So that's enough of the above stuff and let's go on to current topics of the day. At last the city council voted to adopt an ordinance to outlaw the storage of animal fertilizer. That's just about several years late with the smell getting smellier and smellier year after year until at last it has overcome in noxious splendor the nostrils of our city council.

Frank Miller city councilman was a bit disappointed because he wanted a more stringent ordinance. Perhaps, one that would bar all odors throughout the city.

All of this brings up a premise I made to John J. Ravese, who is constantly trying and successfully so to persuade people to use his Clean-Gro, a fertilizer which is not of animal origin. Previously, another expert was quoted in this column when he stated that animal fertilizer was the most efficient and the cheapest. Ravese stormed into our office and demanded a retraction. "I've got stuff that is considerably cheaper and it doesn't smell." O.K., now John, you and the others fight the battle out in your own ways.

FOR A MUSICAL treat that is really something, visit Jimmy van Heusen's piano lounge and hearken to the playing of the Mack Twins. They even have the five jans listening with great attention. They're going places.

A titter ran through the audience at The Magic and Bagie show at The Desert Inn when a female narrator describing the new wikkies worn by a male manikin described them as "a new type of swimming trunks that does display the male's muscular posterior." That's something!

B. A. Lindberg, director of the school of commerce at the University of Alberta and here attending the M and M convention, cited a few startling predictions about the old people in industry and that this country would be confronted with a major problem in 1957. He said that more than 1,400,000 new jobs would have to be found to take care of this problem of longevity now confronting this country. He said that people who reach the age of 65 today have an expected life average of an additional 14.6 years.

"Our pension and social security system," he opined, "will have to be overhauled and changed to meet the situation or we must expand our industrial facilities thereby creating more jobs." He also declared that retirement should be on a voluntary basis and not automatic at 65 "but with a reduction in working hours for these people."

EARL WILSON:

Rennie's 'Most Beautiful' List

NEW YORK — Things were much too peaceful around here: so I asked handsome Michael Rennie of Hollywood and TV to pick "The 10 Most Beautiful Girls in the World."

"Sure," said the brave Englishman, "Ava Gardner is probably the most beautiful."

"Dorothy Dandridge should be in there, not necessarily in that order, and Anita Ekberg," he added, a picture of a man liking his work. "Is beautiful in a different way."

"I know the way you mean and I agree," I helped him along. "And of course Eva Gabor," he went on with calm and assurance. "Eva is more beautiful than her sister Zsa Zsa."

PROMISING TO KEEP this list away from Zsa Zsa, I begged him to hasten on. "How about Marilyn Monroe and Diana Dors?" I asked.

"No," said the executioner, intrepidly. "Entirely different but one of the most wonderful-looking women in the world—forget about age—is Marlene Dietrich," he added. "How about Gina Lollobrigida?" I inquired.

"Yes, of course, she's one of the 10—and Sophia Loren, even more so. Vivian Leigh is one of the most beautiful."

INASMUCH AS he brushed off my suggestions of Lana Turner, Elsa Martinelli, Joan Collins, Dagmar, Dana Wynter and Martine Carol, I said, "You have only two more. Any strip-teasers ever appeal to you?"

"Oh, all of them! And that reminds me, Lili St. Cyr has a beautiful figure and I think we should put her in the list but only from the neck down."

"One to go," I said. "You've got one Hungarian, one German, two Italians, one Englishwoman, one Swede, three Americans . . . how about Grace Kelly?"

"Very good idea!" Mr. Rennie, who's in town to do "Producers Showcase" on TV, has had dates with most of the women he chose on his Big 10, and has observed their beauty closeup. "Grace Kelly! Of course! Funny I didn't think of her."

"Oh, not so funny," I said, considering she's married. You know, I think you're biased."

THE MIDNIGHT EARL . . .

Mel Torme introduces starlet Ariene Miles as his fiancée (and they might even get married) . . . Purty Gene Tierney was at El Morocco with socialite Milton Holden . . . Mrs. Martin Block's getting an Alabama divorce, then marrying Oklahoma City oilman Arthur Holliday . . . Pitcher Don Larsen's making as much on TV, etc., as his season's salary. One TV show which thought \$500 was too much, in the third inning of the big game had "never heard of him," found a few innings later his price was five times that.

Liz Taylor's chums say she'll really marry Mike Todd . . . Bel-don Katelman of El Rancho Vegas gave his wife Milie a Lil' ole chinchilla . . . Betty Reilly'll ride a chauffeured motor scooter to Le Reuban Bleu when she opens there, in a mink, and park both in the checkroom while performing.

ROBT R. LEWIS is buring at George Raft, who walked out on his show just before air time. (Lewis says, "I'm gonna see 'Scarface' eight times—Raft gets killed in it.") . . . Jayne Meadows Allen, expecting in May, says jokingly, "I bet Audrey'll have one, too—the copycat!" . . . The D.A. will appeal the dismissal of Billy Daniels' indictment.

The Louis Armstrongs celebrated their 15th ann'y . . . It cost \$85 to haul Marlene Dietrich's luggage from the airport to the hotel—in Cadillac. She arrived later . . . Eileen Barton's mgr., Frank Military, flew to Las Vegas to wed showgirl Lorna Bolton . . . Clark Gable will tour with his film, "A King and Four Queens" he owns a hunk of it. Judy Garland's splotchling Miriam Hopkins' Sutton Pl. home at \$1,000 a month . . . Bob Merrill, who wrote many of Guy Mitchell's hit tunes, is romancing Guy's ex-wife, Jackie Loughery.

TODAY'S BEST LAUGH: Compatible color, defines Richard Wilis, means that the lipstick on a man's collar is his wife's.

TODAY'S SPORTS PARADE

By OSCAR FALEY
United Press Staff Writer
Reg. U.S. P. Off.

NEW YORK (AP)—It's not shed any tears for Sunny Jim Fitzsimmons; the 81-year-old trainer has a young horse back in the barn who looks almost as good as the old Sunny.

His name is Bold Ruler, a lightly campaigned two-year-old colt with a world record and the same racing course as his former stablemate.

In his most recent outing last Saturday, Bold Ruler, who represents the Wheat stable, ran away from a stiff field in the Futurity at Belmont Park. He'll make his next start in the Garden State Stakes—the world's richest race—at Garden State Park Oct. 27.

IF HE WINS the Garden State, Jim Fitzsimmons' latest racing "phenom" undoubtedly will wind up as the champion two-year-old of 1956 and the future book favorite for next year's Kentucky Derby.

Asked if he thought Bold Ruler has the stuff to develop into another Nashua, Fitzsimmons declined a prediction on the grounds that Bold Ruler isn't a "sufficient number" of races. But Eddie Arcaro, who was Nashua's regular pilot and now is inherited the mounts on Bold Ruler, wasn't so cautious.

"Bold Ruler is good colt," said master Eddie. "Of course, it's hard to tell if he'll develop into another Nashua right now. I'd have to say he is good as Nashua was at this point in his career."

ARCARO'S UNION is supported by the rebs. As a two-year-old, Nashua won six of eight starts and earned \$1,885. Bold Ruler thus far has won seven of eight and has a bankroll of \$139,050. If he wins the Garden State, Bold Ruler easily will surpass the \$200,000 mark on earnings.

Bold Ruler didn't make his racing debut until last April at Jamaica when won a maiden race by 3½ lengths. He then ran off four more victories, including triumphs in the Youthful and the Juvenile stakes before a soft back knocked him out of training.

When he turned to action at Belmont Park last month, the dark brown colt fished second to Nashville in an allowance race. That was Bold Ruler's first defeat, but he gained revenge in the Futurity, speeding to a two-length triumph over Greentime while Nashville reported the sixth.

"He's juggling back in form now after that summer lay-off," Fitzsimmons admitted after the Futurity, and he should be a tough horse to beat the rest of the year."

Stars of the Apple Valley Tourney

APPLE VALLEY (AP)—Some of the nation's top professionals teed off today in the opening round of the \$5,000 Apple Valley Invitation Golf Tournament.

Headliners in the star-studded field were Cary Middlecoff, U.S. Open champion from Memphis, Tenn., and Uli Mangrum, Los Angeles Open Jr. also were expected to burn up the Apple Valley course in the two-day pro amateur tournament.

Olympic Soccer Will Face L.A. All-Stars

LOS ANGELES (AP)—The U.S. Olympic soccer team will face the Los Angeles All-Stars Sunday in a final game before flying to Japan to begin a pre-Melbourne series of games it was disclosed today.

Plan Big 10 Subsidy Change

Secret Probe Paves Way to Drastic Action

CHICAGO (AP)—Rules changes to clearly define what Big Ten schools can do to recruit and assist athletes will be proposed to the conference in December as the result of a previously secret survey report on current practices.

Though the current aids and policies on recruiting are "legal" and within present conference rules, the amounts granted in aid and the methods of recruiting have become a matter of "concern" to conference officials.

ALREADY ONE recommendation to restrict aid has been approved in principle by the conference at a special meeting in August. This will require that aid to athletes be given completely on a basis of need, with "need" defined by a hard and fast formula and assessed by an independent agency.

The voluminous "secret report," which circulated to the presidents of conference institutions, athletic directors and faculty representatives, was prepared by a six-man committee. It was designed to be blunt and shocking in its presentation of facts for study.

Some of its revelations were:

1. ALL BUT 12 of the 258 football lettermen in 1955 were in contact with football coaches before matriculation and only six athletes were unsolicited. Most athletes visited three schools at least; some went to six or more. Entertainment expense has become so great that controls have become necessary at some institutions. At one school expense was \$13,500 and 95 percent of the prospective athletes receive either meals or lodging.

2. ALUMNI CLUBS are being organized systematically, and there is reliance upon alumni to contact athletes and arrange campus visits. Prospects have become "shoppers." Football coaching staffs have been enlarged with recruitment a primary aim.

3. The conference schools are on an "offer" basis with aid in the form of work and/or unearned aid offered virtually every athlete. Subsidies have increased to staggering proportions and literal work-aid requirements "are being bent if not tortured."

4. ATHLETES LAST year received an average of \$260 in aid compared to \$47 in 1948. Football and basketball lettermen at nine schools averaged \$609.33 in aid. Unearned aid jumped more than 600 percent between 1948 and 1955, from \$56,694 to \$348,688.

5. Payrolls on "make-work" by athletic departments average \$46,300 per year, four times the 1946 payrolls. In many programs jobs specify an amount per month rather than hourly pay.

6. Coaching staffs believe that coaches at other schools are "crowding or violating" the rules. The report has served as a "re-evaluation of the Big Ten code," commissioner Kenneth L. Wilson said. He described it as "primarily an effort to analyze trends."

THE COMMITTEE warned that, should the trend continue, educational administrators might dissolve the sports program. However, the committee found a "minimum of abuse" in academic favoritism.

Under the legislation to be proposed, schools would be permitted to provide aid in the amount of board, room, books, tuition and \$15 per month, deducting whatever amount the student could furnish.

Salton Sea Speed Trials This Weekend

Determined to smash existing speed records for limited classes in hydroplanes and runabouts, the cream of the nation's drivers will meet next Saturday and Sunday to vie for honors at Desert Shores Resort on the Salton Sea.

Sponsored by the Southern California Speedboat Club, Inc., the Salton Sea Mile Trials will feature performances by the world's fastest boats in their respective classes.

Stiff competition is promised by such ace pilots as Barney Navarro, of Glendale, at the wheel of 7 liter champion craft, "Restless." Navarro recently broke the world competition record at Newport Beach and figures to even better his time at Desert Shores. Another hot contender in the 266 class will be Bob Willis of Long Beach, driving "Rough Neck II." Sid Street, who cracked up at the Sea three years ago, will appear in his new Z-Zip with which he hopes to top 130 miles per hour.

Also on deck, will be Rich Hallett of Downey, current holder of the world record in the 225 class of 107 miles per hour. Hallett will pilot his stock V-8 speedster, "Flying Saucer." Another blue chip entry will be George Matucci of the world famous, "Mixmaster." Matucci will be at the wheel of the "California Kid" for the Salton Mile Trials. Rodger Murphy of Piedmont will drive the "Galloping Gale."

Officials for the event will be Kent Hitchcock, chairman; Jack Smith, referee; J. Otto Crocker, timer; James Carter, starter; Peggy Hitchcock, scorer; Robert Sykes, measurer; Paul Humphrey, pit manager; and Kent Hitchcock will represent IRC.

The public is invited to see the regatta. Admission is free and the Desert Shores Resort will provide free parking.

Patterson-Moore Fight Called Sure Of Clean Verdict

NEW YORK (AP)—Manager Cus D'Amato unexpectedly admitted today he had received "assurances" of clean officiating at Chicago before he permitted young Floyd Patterson to accept the Nov. 30th fight with Archie Moore at Chicago Stadium for the vacant heavyweight crown.

D'Amato's admission was unexpected because promoter Jim Norris, announcing the match in New York Monday night, said, "I have not heard anything about any assurances."

D'Amato explained today, "I have been given assurances about officiating at Chicago, but I am not at liberty to discuss it."

The stocky, gray haired pilot of Brooklyn's sensational 21-year-old contender, had refused for several weeks to let Patterson fight 39-year-old Moore in Chicago, "because of my suspicions of Chicago officiating."

Dodgers Nose Out Hawaii Red Sox

HONOLULU (AP)—The Brooklyn Dodgers racked up 14 hits but were forced into an extra inning Monday night before defeating the Hawaii Red Sox, 7-3, in the Bums' final game here.



CARROLL SHELBY will drive this powerful 4.9 Ferrari of John Edgars in the Palm Springs National Races November 3 and 4. He will be competing with last year's National Champion, Paul O'Shea and Jack McAfee for the top spot for 1956.

Ahead in his class, Shelby still has a few points to go for overall championship. Shelby took off for Europe this week to sign a driving contract with one of the big European Grand Prix race teams.

Michigan State Climbing Toward Leading Sooners

NEW YORK (AP)—Oklahoma seeking its second straight national college football championship and third consecutive all-victorious season, topped Michigan State by a slim margin of seven points today in the United Press ratings.

Oklahoma led the Big Ten team by 15 points last week but lost ground despite the 45-0 walloping it handed Texas Saturday. Oklahoma received a total of 325 points. Michigan State, a 53-6 victor over Indiana, was solidly entrenched in second place with 318.

GEORGIA TECH, with 244, advanced from fifth to third in balloting by the 35 coaches who rate the teams weekly for the United Press. Most of the top teams won easily last weekend and Baylor, which moved up from 12th to 10th, was the only newcomer among the first 10 schools. Baylor replaced Texas A&M, which was held to a 14-14 tie by Houston.

Ohio State's defending Big Ten champions were fourth with 220 points and Texas Christian fifth with 207. They were tied for third last week.

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Reynolds Denies He Seeks Governorship

OKLAHOMA (AP)—Allie Reynolds, a former New York Yankee World Series pitching hero today dismissed a report he would run for governor of Oklahoma as "premature" and insisted "I have no political ambitions."

At pitching horse shoes a ring causes no great excitement. Perhaps the peak, outside of golf, is reached when Mickey Mantle, during a World Series game, sends one over the fence.

But Mantle's elation is relatively subdued and short lived. It remains for something comparable to an ace in golf to set up the performer with an everlasting exultation.

THE BEST clue I've found to the whole business is its concentration on the party of the first part. The golfer can claim that he did it all by himself. According to conventional standards in golf this is the player's privilege. But there's a mighty heavy string tied to it. By abusing this privilege the least bit he misleads himself.

by King Features Syndicate Inc.

MORRISON ON GOLF

Golf Better Without False Pride

By ALEX J. MORRISON
Author of "A New Way to Better Golf," Teacher of Champions

THE PERSONAL satisfaction had from any and all success in golf is indeed extraordinary. In most other activities ranging from business, professions and athletics, even the best performances afford a satisfaction that suffers by comparison with the golfer's reactions. His elation over an extra good shot or round may know no bounds. If he makes a hole in one he may go completely berserk.

Much as I've tried to understand this phenomena its full meaning escapes me. After a champion bowler has given an outstanding performance he may snap his fingers or slap himself on the knee by way of expressing his feelings.

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by King Features Syndicate Inc.



Golf fan Elaine Anderson, of San Bernardino, Calif., adds lipstick to the putter credited for major part in tournament victories. Luck, skill and more often personal ego are deciding factors in golf.

himself. No golfer ever made a hole in one solely by his own skill. In every case a certain amount of good breaks were involved. Consider how many shots you miss when you concentrate only on playing them your way. This finds you being governed mainly by your own false pride.

Without some approximation of the correct swing, the proper club and ball, along with proper planning of the shot you are just gambling on being accidentally successful. Face this and you'll be on your way to consistent success.

Bud Saile Jr. Hits 156 MPH at Lake Mead

LAS VEGAS (AP)—Bud Saile Jr., 145 miles an hour on the front stretch and hit 156.862 miles an hour on the back stretch Monday at Lake Mead.

Did you know that PSTV has brought more than

ONE MILLION Hours of programming to

Palm Springs in the past four years?

PSTV

PALM SPRINGS COMMUNITY TELEVISION CORP.

192 S. INDIAN AVENUE, PALM SPRINGS



THE PREMIERE COUPE

Tomorrow...Lincoln dealers are holding their first showing of the dramatically new

LINCOLN FOR 1957

Dramatic New Styling Everywhere! Don't miss seeing it! From new Quadra-Lite Grille—America's first four headlamp design—to canted rear blades, this is the longest, lowest, most distinctive Lincoln of all time. Everywhere—bold new ideas!

Powerfully New in Performance! Don't miss driving it! Discover a new kind of swift, silken 300 horsepower in the most powerful Lincoln ever built... a new kind of fast-action Turbo-Drive transmission... a new kind of Hydro-Cushioned ride!

And more... a new array of optional power luxuries make this the most effortless driving fine car ever built. Everything you touch turns to power! Electric door locks, 6-way power seats, power lubrication are just a few of Lincoln's automatic luxuries.

UNMISTAKABLY...THE FINEST IN THE FINE CAR FIELD

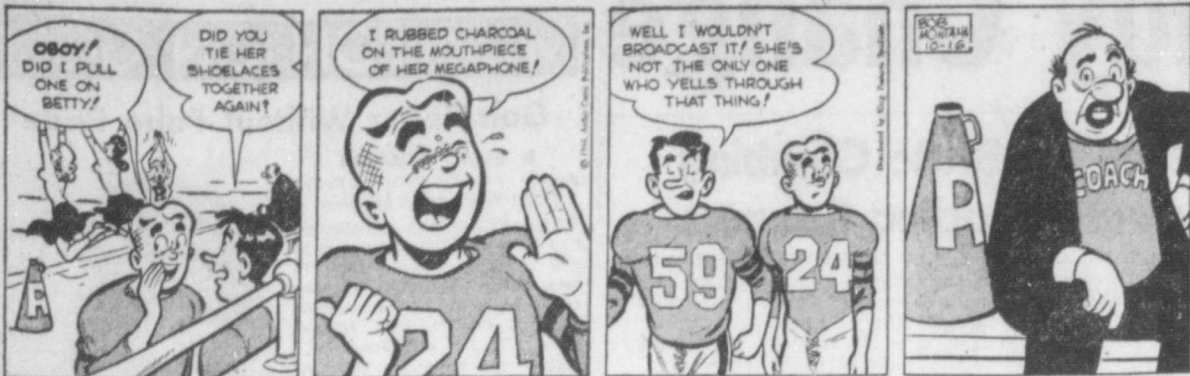
Don't miss the big television hit, "THE ED SULLIVAN SHOW," Sunday evening 8:00 to 9:00. Station KNXT, Channel 2

PALM SPRINGS LINCOLN MERCURY COMPANY
335 Sunny Dunes Road Palm Springs, California PHONE 5057-2301

RECORD-BREAKING SWAPS SIDELINED BY LEG INJURY



SWAPS, the great thoroughbred who holds five world records, limps toward his quarters to undergo X-ray after pulling up lame in a workout at Garden State Park, Camden, N. J. Leading him is his trainer, Meshach Tenney. Note how Swaps holds aloft his aching left hind leg. X-ray shows Swaps suffered a ruptured blood vessel which will keep him out of action for four months. (International)



THE TODDLES



POGO



RIVETS



MUGGS and SKEETER



ETTA KETT



SECRET AGENT X9



MARK TRAIL



'WHAT DID SHE EXPECT US TO DO? MISS THE BEST FOOTBALL GAME OF THE YEAR?'

By Walt Kelly

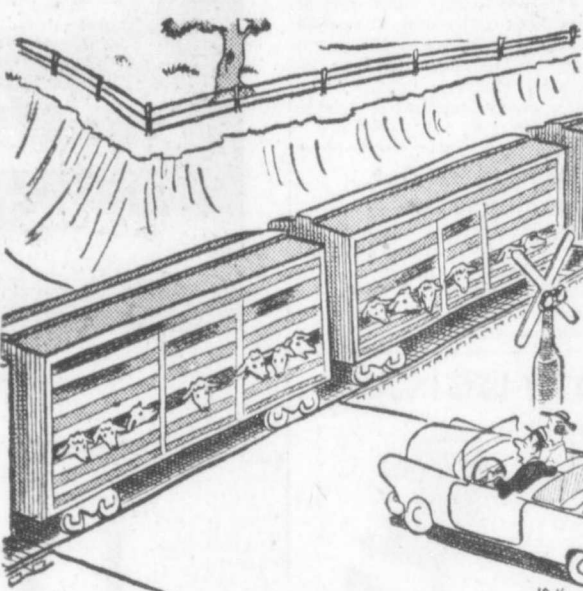
DAILY CROSSWORD

Crossword puzzle grid and clues.

DAILY CRYPTOQUOTE — Here's how to work it:
AXYDLBAAXR
is LONGFELLOW

CIP JBUH LRBV RBCIYRS BD
TCV SZPKCPVC OPR—CKNUBZ.

LAFF-A-DAY



"I'm getting sleepy!"

CORNEY



10M DANSON'S TV-RADIOLOGIC

TV Viewing Tips

Table with TV viewing tips and program listings.

TELEVISION TONIGHT

Table with television program listings for tonight.

TOMORROW

Table with television program listings for tomorrow.

KCMJ RADIO LOG

1340 ON YOUR DIAL

Programs supplied by Station KCMJ. Subject to change without notice.

Table with radio program listings for KCMJ.

KPAL

1450 ON YOUR DIAL

Table with radio program listings for KPAL.

RALPH WARREN AND THE NEWS ON THE HOUR AND EVERY HALF HOUR 8:00 A.M. 'TIL 6:00 P.M.

By Clarence Thore

CERTIFICATE OF BUSINESS
FICTITIOUS FIRM NAME
 THE UNDERSIGNED do hereby certify that they are conducting an Apartment-house business at 629 Thornhill Road, City of Palm Springs, County of Riverside, State of California, under the fictitious firm name of **BEVERLY SANDS** and that said firm is composed of the following persons, whose names and addresses are as follows: to-wit:
 MURRIE A. SEVERINO, 629 Thornhill Road, Palm Springs, California.
 ANN E. SEVERINO, 629 Thornhill Road, Palm Springs, California.
 WITNESS our hand this 19th day of September, 1956
 MURRIE A. SEVERINO
 ANN E. SEVERINO
 STATE OF CALIFORNIA) ss.
 COUNTY OF RIVERSIDE)
 ON THIS 19th day of September A.D. 1956, before me FRED C. WEIGEL, a Notary Public in and for said County and State, residing therein duly commissioned and sworn, personally appeared MURRIE A. SEVERINO and ANN E. SEVERINO known to me to be the persons whose names are subscribed to the within instrument, and acknowledged to me that they executed the same. IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.
 FRED C. WEIGEL, Notary Public in and for said County and State.
 My Commission Expires Aug. 11, 1958.
 Publish: Sept. 25, Oct. 2, 9, 16, 1956.

CERTIFICATE OF BUSINESS
FICTITIOUS FIRM NAME
 STATE OF CALIFORNIA) ss.
 COUNTY OF RIVERSIDE)
 I hereby certify that I am transacting business at No. 390 South Palm Canyon Drive, in the City of Palm Springs, County of Riverside, State of California, under a fictitious name, to-wit:
 PALM SPRINGS SHOE SALON
 I further certify that I am the sole owner and proprietor of said business. My name in full and place of residence are as follows:
 TODD N. FRANK, 1444 Rodeo Road, Palm Springs, California.
 IN WITNESS WHEREOF I have hereunto set my hand this 19th day of September, 1956.
 TODD N. FRANK
 STATE OF CALIFORNIA) ss.
 COUNTY OF RIVERSIDE)
 On the 19th day of September in the year one thousand nine hundred and fifty-six before me personally appeared TODD N. FRANK, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same. WITNESS my hand and the seal of my office this 19th day of September, 1956.
 ROY W. COLGATE, Notary Public in and for the County of Riverside, State of California.
 Publish: Sept. 25, Oct. 2, 9, 16, 1956.

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 Publish: Sept. 25, Oct. 2, 9, 16, 1956.

Classified ...Ads...

The Desert Sun

Published evenings Tuesday through Saturdays except legal holidays.
PHONE 5005
 Box 190, Palm Springs, Calif.
 — RATES —
 (NO ABBREVIATIONS)
 Minimum Ad — 3 Lines
 Count 24 Letters and Spaces to a Line.

	One Time	Three Times	Five Times
3 Lines	1.80	3.60	4.80
4 Lines	2.40	4.80	6.40
5 Lines	3.00	6.00	8.00
6 Lines	3.60	7.20	9.60
7 Lines	4.20	8.40	11.20
8 Lines	4.80	9.60	12.80
9 Lines	5.40	10.80	14.40
10 Lines	6.00	12.00	16.00

Discount at 10c per line per time allowable on above for cash.
 (Example: 5 Lines x 4 Times = 20 Lines — \$20.00 (discount))
 The Desert Sun reserves the right to edit and classify all copy.

All advertising copy is accepted subject to the approval or rejection of the management.
 This newspaper cannot be responsible for more than one incorrect insertion. Please notify us promptly of any error in your ad.

DEADLINES—for new copy or cancellations:
 11:00 a.m. previous to day of publication.
 Ads ordered for more than one time must run in consecutive issues to earn above rates. Otherwise single insertion rate will be charged for each time run.

Address all communications to: The Desert Sun, P.O. Box 190, Palm Springs, California.

Personals 12

ALCOHOLICS ANONYMOUS.
 Phone 2701. Meetings Wednesday at 8:30 (Airport); Friday 8:30 St. Paul's Episcopal Church Parish House.
EXCELLENT care and home in beautiful Hemet Valley Nurse's private lovely residence. Every convenience. Beautiful grounds. **HEMET 7903**

Professional Serv. 13

ISABELLA CHALBANEU, A.S.A.
 Appraisals and Inventories—Residential Furnishing
 Box 1252—Ph. 2701 or Cr. 4-7111

READ SUN
 CLASSIFIED ADS

Service Misc. 15

BEN LITOFF
INCOME TAX SPECIALIST
BOOKKEEPING SERVICE
 465 North Palm Canyon Drive
 Phone 9363 or 9777

MIMEOGRAPHING
ANNOUNCEMENTS, Wedding Invitations, Business and Calling Cards, New Christmas Stationery. Von Goff, 66-570 Carey Rd. Phone 84474

PAINTING
LOUIS BOGARD
PHONE 9242

LAWN MOWER SHOP
 Parts for All Mowers and Motors. **REPAIRING AND REBUILDING**
 685 S. Palm Canyon Ph. 9886

AWNINGS
TRAILERS, patios, swim pools, windows. Call Harry, 8-5305.

SLIP COVERS MADE TO ORDER. Ph. 8-4094

FURS RESTYLED
 30 YEARS in L.A.—66-146 W. 5th. Desert Hot Springs. Phone 4-3935

ALTERATIONS
 by MARIA
PHONE 9609

CHRIS GARDENING SERVICE
ALWAYS RELIABLE
PHONE 9239 AFTER 4 P.M.

A-1 CARPENTER
 Cabinet Work and Repairs
PHONE 9738

PAINTING CONTRACTORS
P. G. HUMPHREY CO.
 254 N. Palm Canyon Ph. 2701

Instructions 16

EPH FELDMAN
WILL CONDUCT HIS OWN REAL ESTATE CLASS
WEDNESDAYS AT 7:45 P.M.
AT AMERICAN LEGION HALL
400 N. BELARDO ROAD
PALM SPRINGS

Situations Wanted 25

MAITRE D' HOTEL
 with 25 years experience in leading Hotels. Available immediately. 41 years old. Speaks French, English and Italian fluently. Formerly with Banff Springs Hotel, Chateau Frontenac, Balmoral Club, Nassau, etc. with references. Albert Lalli Ph. 5450.

YOUNG Woman with Public Relations and Publicity experience seeks position with local firm. Stenographic experience. Available Nov. 15. Will come for interview at any time. Please reply quoting salary. M. C. Bleknrow, 107 N. Orange Dr., Los Angeles.

POSITION as manager in ladies Ready to Wear. 10 years experience, 8 years as buyer. Capable of handling complete operation if so desired. Phone 9370.

Painters Always Available
PAINTERS & CONTRACTORS
 Hour or Contract Ph. 2905
NATIONAL PAINT STORE

PERMANENT Resident desires general office position, neat, attractive, accurate. Light typing. Desert Sun, Box 190, File K-1.

COUPLE to manage local motel or apartments. Write George Hall, 12127 Hammock, Culver City.

EXPERIENCED colored woman wants work, local references. **PHONE 3288**

EXPERT Child Care. Practical Nurse, day or night. Own car. Mayme Wyman — Phone 5627

COOK and Housekeeper. Adults. Salary open. Desert Sun, Box 190, File K-7.

PAINTING, decorating, paper hanging. Very reasonable. Free estimates. Ph. 5850, 2341.

SEMI-RETIRED man (40) will do some work in exchange for room or apartment. Box 190, File J-11.

CHILD'S Governor or Companion. Top references. Tutor. Desert Sun, Box 190, File J-13.

HOTEL residence or assistant manager, local experience and following. Phone 4840.

Child Care and Day Nurseries 26

DEPENDABLE CHILD CARE in my home. DAY, WEEK OR MONTH. REASONABLE. PH. 4654

Help Wanted 27

Loeda and George Hageman's EMPLOYMENT SERVICE AGENCY

I wish I could but wave a wand And hand you a job on a platter But I sit and call and call and sit And all I do is get fatter! But now and then I manage to angle help for a few. So don't give up — you never can tell — It might just be you! 135 E. Andreas Rd. Ph. 2556

Real Estate for Sale 15

ASSOCIATED REALTORS

\$14,950—3 bedroom, 2 full baths, large walled lot, partly furnished. \$3500 down.
 \$19,500—Brand new 3 bedroom, 2 bath, built-in oven and range.
 \$27,500—3 bedrooms, 2 baths. POOL. South location, fenced, landscaped and a good buy.
 \$79,500—Charming custom built 3 bedroom, 3 bath furnished home in Deep Well. Priced below cost. This home must be seen to be appreciated.

INCOME PROPERTY
 \$22,500—Modern duplex, now rented, walk to Palm Canyon. This is a steal!
 \$37,500—4 units furnished. POOL, fenced, landscaped, TV cable in. Best unit buy today.
 \$99,500—16 Unit in center of town, POOL, a money maker. \$25,000 down.

LOTS
 R-2 Lot on Highway 111, suitable for 20 units.
 200 FEET of C-1 on North Palm Canyon at \$220 per front foot.

BILL COLVEN
MIKE JEKYL
G. T. BRADLEY

ASSOCIATED REALTORS

LES MOHRS **PETE RATKOVICH** **ERNE LINDBERG**
 457 N. Palm Canyon. Across from Citizens Bank
MULTIPLE LISTING OFFICE

MUST SELL

MAGNIFICENT HOTEL SITE near Shadow Mountain Club. 300'x135'. \$19,000. Bargain.

160 ACRE ALFALFA RANCH. Canal water and well. Make fine cattle ranch. Only \$600 pre acre. TERMS.

10 ACRES TANGERINES and DATES near Thunderbird. Good for income or subdivision. \$50,000. TERMS.

15 ACRE TRAILER PARK. \$32,500 WILL HANDLE.

DELIGHTFUL SMALL NEW HOME—Exceptional buy—beautifully furnished—forced air heat—cooling system—landscaped—carport with extra storage. Thunderbird area. \$15,950. Unfurnished (including draperies, wall to wall carpet, stove and refrigerator). \$14,500.

SILVER SPUR RANCH. Newest and finest planned community in the valley. Select your HOMESITE NOW. Drive South on Portola Road in Palm Desert. See Model Homes.

ROY ST. LEON or TONY BURKE
REALTORS
 70237 Highway 111, Near Thunderbird
 Phones: Palm Springs 8-5432 and Palm Desert 76-3701

Help Wanted 27

BOYS BOYS
 12 TO 16 YEARS
EARN YOUR OWN SPENDING MONEY

AS PART OF OUR FALL EXPANSION PROGRAM
STARTING SEPTEMBER 1ST
WE WILL NEED MORE CARRIER SALESMEN TO DELIVER — THE DAILY DESERT SUN

AFTER SCHOOL DELIVERY
GOOD PAY, PRIZES AND TRIPS

APPLY CIRCULATION DEPARTMENT
THE DESERT SUN
171 N. INDIAN AVE.

\$8000 - \$10,000 YEAR
 income in earned Commissions for one experienced new and used car salesman who wants to work. Many benefits. See or Call Leo Athans Palm Springs 5057.

Palm Springs Lincoln-Mercury S. Palm Canyon & Sunny Dunes

GIRLS with Pleasing Personalities
 Ages 20 to 35 full of part time. Pleasant daytime, outdoor work as camera girls. No experience necessary. We train you. **PHONE 5764**

Secretary-Receptionist
 For Leading Real Estate Office. **SALARY OPEN**
PHONE MR. BRADLEY — 2734

REAL ESTATE BROKER
MUST BE LIVE WIRE
JIM SHARPE
 433 N. Palm Canyon — Ph. 2319

GIRLS for Marking and distributing. Experienced preferred. **PALM SPRINGS LINEN SUPPLY**
440 S. INDIAN AVE.

WOMAN to assist in sales work. Must know how to wrap gift packages. Leo's Cantina, 189 S. Palm Canyon Dr.

Man to Take Over Sharpening experience necessary
DESSERT LOCK & KEY
PHONE 2341

EXPERIENCED, CAPABLE REAL ESTATE SALESMAN
TERRY RAY Phone 2064

MEN OR WOMEN WANTED FULL OR PART TIME
PHONE 2701

EXPERIENCED LUBE MAN
RICHFIELD STATION
CATHEDRAL CITY

MOTHER'S HELPER, permanent, line in, private room, and bath. Call after 10 a.m.—Phone 2780.

WANTED EXPERIENCED HOTEL MAID
 1565 N. PALM CANYON DR.

EXPERIENCED Telephone Answering Service Operator.
PHONE 2363

LADY. Fry cook and fountain. Permanent Work. Flint Desert Freeze. Phone 2561.

FREE CATALOGS
 EACH Contain HUNDREDS of business, farms and income properties throughout the U.S. Specify type and location desired. Deal direct with owners.

U. I. Buyers Digest
 1608 Hillhurst Ave. Dept. 116
 Los Angeles 27, Calif.
 Phone 5005 For Classified Ads

Real Estate for Sale 35

THERE IS A REASON WHY

MURPHY REALTY CO.
CAN OFFER YOU THESE EXCLUSIVES
HOME SITE LOTS
 \$ 3,500—Beautiful East Side R-1.
 \$ 8,900—Extra Large Lot in Deep Well.
 \$22,500—Spectacular Hillside Lot, about 1 1/2 acres.
 \$35,000—Largest and Most Beautiful Lot in Las Palmas.

MULTIPLE DWELLING LOTS
 \$ 5,000—Site for 5 Units. East Side.
 \$30,000—Good for 12 Units and Pool. South End.
 \$60,000—Corner Highway 111 and Sunrise Way.

HOMES
 \$20,000—Unfurnished. Lot 50x190. Two bedroom home, plus studio apartment. Room for more units.
 \$22,950—Partly furnished attractive 2 bedroom, 2 baths. Refrigeration cooling. Half block from South Palm Canyon.
 \$30,000—Unfurnished, 3 bedroom, 2 baths. Fine South end location. Room for pool. Exceptionally attractive financing.

FURNISHED
 \$37,500—Charming older home in Merito Vista. 4 bedrooms, 4 baths. Hardwood floors. Lot 90x164.
 \$47,500—Grand furnished home for Desert living. 3 bedrooms, 2 baths. Lovely lanai. Pool with large patio. Lot 132x135.
 \$59,500—Built and furnished in tomorrow's style. 4 bedrooms, 3 baths. Pool. Wet bar. Built-in range and oven. Spacious closets. A TV star's desert rendezvous.

INCOME
 \$28,000—Top location. Practically on Palm Canyon. Three units now on lot with room for more and pool.
 \$67,500—Downtown business corner. Price includes approximately \$13,000 in fixtures.

MURPHY REALTY CO.
 Harold E. Murphy Graham Dexter A. Chas. Harris
 Mildred S. Potter Roy Randolph
 464 N. PALM CANYON DRIVE PHONES 5102 AND 5514

Bus. Opportunities 29

COFFEE SHOP
 NEAR Post Office, Hwy 111, Rancho Mirage, doing fine business. Beer license. Owner leaving desert — must sell immediately—says "Submit any offer." Low cash down or trade. Has separate rental income, \$1080 per year.

Desert Sky Realty
 71 800 Hwy 111, Next to Post Office, Rancho Mirage Ph. Palm Springs 8-3363

SACRIFICE JEWELRY SHOP
 DUE TO ILLNESS
PHONE 5011

Business & Financial 30

WANTED \$15,000. Established Apartment house. First T.D. 6% and Bonus. Lesert Sun, Box 190, File G-9.

Lots & Acreage 33

SACRIFICE to close partnership. Section of land located two miles from Palm Springs. Ideal location for Depot closest to Palm Springs. Also between two blvds, also two large water sheds beneath, also R.R. running through it. Section 3, T4S, R5E. Price \$300 per acre. Terms: C. M. Road, 19071 17th Street Huntington Beach, Ph. Lex. 645-51.

ATTENTION BUILDERS
 R-2 LOTS close in, various sizes, \$1500 per unit land cost. non-comparable.
OWNER NEEDS CASH NOW!
 40 LEVEL acres close to 2 major highways. Only \$443 per acre. Half cash.
 Agent — Phone 2734

MOTEL LOT
 Rancho Mirage. Suitable 14 to 16 units and pool. \$6000. terms.
DESERT SKY REALTY
 71 800 Hwy 111, Next to Post Office, Rancho Mirage Ph. Palm Springs 8-3363

R-3-112' x 110' Corner \$7500
 2 R-1 View Lots each \$3500
 25,000 ACRES—Near City—\$30 per acre. Check on these buys!
PHONE 9475

FOR SALE by owner, corner lot, 200' x 200'. Best hotel district—R-2, for 21 units, sewers in, \$35,000. Phone 5465.

1/2 ACRE — DORN TRACT
 Exclusive area, with view \$4500. Owner 8-4793 or Palm Desert 76-2018.

GOOD DEAL for subdivider — 10 acres, 3 1/2 miles S.E. of Desert Hot Springs. Maude Johns, 745 23rd Street, Richmond, Calif.

CORNER lot between N. Palm Canyon and Indian, May be rezoned R-2. \$3500. Box 741 Palm Springs.

R-2 LOT—100' x 102' Near schools and church — \$6500.
OWNER PHONE 9329

For Sale or Exchange 34

WELL built 2 bedroom home on Major Blvd. in Van Nuys, on R-4 income lot approximately 300' deep. Will sell or exchange c. y for Desert Hot Springs income and assume. Write Desert Sun, Box 190, File C-9.

WILL exchange beautiful 3 bedroom, Ocean View home in Corona del Mar plus 5 acres for motel or units or in Palm Springs. Write L. Jaeger, 444 Cabrillo Terr. of Phone HARBOR 1093

Real Estate for Sale 35

JIM SHARPE

3 BEDROOM, 2 bath, completely furnished including carpets, drapes, stove—everything! Ready to move in. Large corner lot. \$14,950. Low down payment.

2 BEDROOMS and Den, furnished. Fireplace. Trees, shrubs, fenced. Garage. Close-in location. Move in today! \$16,500 with small down

\$28,500 BUYS near new beautifully furnished 2 bedroom, 2 bath home. New, heated and filtered pool. 6 ft. block wall fence. Central heat. Fireplace, TV, glass sliding doors. Desert landscaping. Excellent terms.

\$32,500 BUYS a luxury one year old 2 bedroom, 2 bath, 2 car garage home. Refrigeration air conditioning. Large heated and filtered pool, block wall, extra large lot with plenty of privacy. Nothing like it in Palm Springs! Terms.

\$34,500 BUYS a 3 bedroom, 3 bath, 2 car garage home. In Deep Well area. Large heated and filtered pool. Lovely view of mountains from pool. Can be handled with low down payment.

George Gannon, Realtor

\$13,975—MOVE IN for only \$1875 down—Attractive 3 bedroom, 2 bath home on large lot—near schools. Sewer in. Payments like rent.

\$23,500—SOUTH END—New 3 bedroom, 2 bath home—flagstone fireplace—furnace heat—built-in stove and oven. Natural kitchen cabinets—near school.

\$42,500—TAHQUITZ RIVER ESTATES — 2 bedroom and den, 2 bath home—beautifully furnished, 18x38 POOL. Nicely landscaped, completely walled with oleanders. Wonderful view of mountains. Liberal terms.

INCOME

5 UNITS—Best income value. Deluxe 1 bedroom-livingroom, kitchen. Ideal for yearly lease. Furnished by Barker Bros. 16x38 POOL. Landscaped and fenced. 3 units have private patios. All this for \$39,000. Also available, adjoining lot with room for 5 more units.

6 UNITS—All with kitchens. POOL—on sewer—room for 8 more units. Substantial gross—Owner will carry liberal financing. Price firm at \$77,000.

BEST ACREAGE BUY

80 LEVEL ACRES—near new subdivision. Close in. Terrific potential. Full price: \$60,000. \$25,000 down, balance on liberal terms.

Associates
Marie Busch Geraldine Fredericksen Roger Richard
Sam Franks Jim Crowe J. R. Wahlberg
Jim Pottenger Cub Parker Sally Franks
1201 NORTH PALM CANYON PHONE 2772

HUTTON'S REAL ESTATE

WATCH FOR OUR SPECIALS!

MODERN—3 bedroom, 2 baths. \$1900 down. Total \$13,950.
MODERN—3 bedroom, 2 bath. \$2000 down. Total \$14,850.
ADJOINING Deep Well—3 bedroom, 2 bath, pool. Reduced to \$27,500.
ADJOINING Deep Well—New 3 bedroom, 2 1/2 baths. \$29,500.

NEW 3 BEDROOM, 2 bath and pool. \$22,950.

12 UNITS WITH POOL \$75,000
14 UNITS WITH POOL \$90,000

INCOME LOTS
24,840 sq. ft. of Palm Canyon frontage. Close in. C-3 zone. Terms—will subdivide. \$70,000.
2 1/2 ACRE—Palm Canyon corner. Close in. \$85,000 with terms.
200'x200' CORNER—Choice location for 20 units. \$35,000.

WE NEED LISTINGS — EXPERIENCED SALESMEN WANTED

HUTTON'S REAL ESTATE

505 North Palm Canyon Drive Phone 5977

BURKHOLDER SPECIALS

TAHQUITZ ESTATES — 3 bedrooms, 2 baths, beautifully furnished. Walled in lot. \$29,500, terms.

PALM SPRINGS loveliest home—located in Deep Well. Large rooms, centered around a 20x38 pool, completely furnished. Beautifully landscaped, walled lot. You will like this one at \$45,000, terms.

SLEEPER—3 large lots zoned R-3, near Palm Canyon Drive. Plus 5-room home—now leased. Room for multiple units. \$35,000 terms.

EXCLUSIVE panoramic view lots, excellent locations from \$4500 to \$10,000. Ask about 2 R-2 lots, \$4500 and \$5500.

Let us sell or lease your property

Paul Burkholder

339 N. Palm Canyon Drive
Phone 2613 or evenings
Phone 8-5381 and 9208

R. P. MARTIN

Herb Rauch - Associate

\$12,500—unfurnished, new, good existing loan.

\$19,500—2 bedroom, 2 bath, new, large lot. Out.

\$28,500—2 bedroom, 2 bath. Pool. South. Furnished.

\$28,500—Furnished new 2 bedroom modern home. South end. Landscaped, large lot.

ESTATES — 2 of Villages finest. ACREAGE near Tamarisk Country Club.

LOT—R-1 View—south end, 200 x 140. Pre boom price. Must see to appreciate.

HOTELS and income property, excellent listings.

223 S. PALM CANYON
PH. 5612 or 7122

4 UNITS FURNISHED. Pool. 5 1/2 years old. Room for 3 more units \$37,500.

CORNER LOT—106' x 100', across from 40,000 homes. Price \$5000.

MARTHA JAMES

REALTOR
445 N. Palm Canyon — Ph. 2751

COMMERCIAL BUILDING, 30 ft. frontage on Palm Canyon Dr. by 50 ft. to a 20 ft. alley. Parking space. Choice southeast, out of windy area. Beautifully built with stall showers, cooling and heating system. Wired 220. Ideal for doctors and other professionals. Only \$35,000—\$20,000 down. See owner at 150 East Palm Canyon Dr. near the Palm House.

FURNISHED modern duplex. 1 unit rented; room for 3 more units \$14,750. Must sell. Owner. Box 190, File J-12 Desert Sun.

ALMOST new 3 bedroom, 2 bath, furnished. TV. Wall to wall carpeting. 4273 Calle San Raphael.

3 BEDROOMS, 2 baths, Deep Well Very Sharp. \$10,000 down.

L. HAMMOND — PHONE 9154

Magnificent Possession

3 BEDROOM, 2 bath home located in Tahquitz River Estates. Attractive landscaping is well established. Small pool has southern exposure for maximum winter sun. Furnishings are in very good taste. This is a good buy at \$33,000 furnished.

Owner Must Move

WILL EXCHANGE 5 bedroom, 3 bath furnished home with pool for comparable home in Beverly Hills, Palos Verdes or other good area in the Los Angeles district.

OUR NEW 1956 ILLUSTRATED BROCHURE IS NOW AVAILABLE. VISIT US IN OUR NEW OFFICE AND PICK UP ONE OF THE BROCHURES.

HAROLD HICKS

REALTOR

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NEW ADDRESS

1345 North Palm Canyon Drive
9681 NEW PHONE 9681

"HORIZONS UNLIMITED"

5 SPACIOUS UNITS

LIVE COMFORTABLY in owner's 2 bedroom 1 1/2 bath apartment and collect rent from 4 furnished 1 bedroom apartments—all have complete kitchens. Situated one block from Palm Canyon Drive on lot 100'x112', walled and landscaped.

Present owners up to their necks in other business—must sell. \$49,500. Terms.

SUPERB ESTATE SITE IN ULTRA EXCLUSIVE DISTRICT

WALKING DISTANCE of town. 150'x235', walled and lovely trees. Irrigation water shares included.

ONE OF THE FEW EXCLUSIVE SITES LEFT IN PALM SPRINGS. Price \$29,500.

Muriel E. Fulton, Realtor

FRANCES WILSON FRANCES ELLIOTT
Oasis Building — 125 South Palm Canyon Drive
Palm Springs, California Phone 2225

TOP BILLING

STARS' home in Deep Well. 3 bedrooms 3 baths, refrigerated cooling, pool. Very well furnished and in the best of Deep Well Estates. By appointment. Only \$49,500.

NEARLY new 20 unit hotel on Palm Canyon. Exceptional return \$250,000, good terms.

MOST COMFORTABLE smaller home on San Lucas, Splendid outdoor living area. \$24,500.

LOT—heart of Deep Well—the finest—\$8950.

BEAUTIFUL DEEP WELL home. 2 bedrooms, 2 baths. Exquisitely furnished. POOL — plus many extra values, \$45,000 or \$37,500 unfurnished.

EXCEPTIONALLY good 3 bedroom, 2 bath, home on choice corner lot. Less than one year old. Only \$23,500.

Ernie Dunlevie

CARLSON JOHNSON COND
PALOZZI CANNON
1807 N. Palm Canyon Drive
Phone 9657

CUSTOM BUILT

SOUTH end new modern 3 b-d-room, 2 bath, O'Keefe and Merritt built-in kitchen, large Swedish fireplace, oversize closets, Close to Cahulla school, \$23,500.

EXCEPTIONAL

4 UNITS, furnished, TV. Pool, air conditioned, all on lease. Excellent income. \$39,500. Terms.

\$3000

100' x 150' Level R-1 Lot

BUILDERS

R-3 LOT will handle 15 units, south end. \$17,500. Terms.

SPECULATORS

20 ACRES at city limits, all utilities to property. Will subdivide to 80 choice lots. \$3000 per acre.

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James Hammond

REALTOR

FURNISHED 3 bedroom, 2 bath home, one year old. \$20,000.

BEAUTIFULLY and completely furnished 3 bedroom, 3 bath home with heated pool. Landscaped and walled. Just move in. \$35,000.

Associates

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HOTEL

IN PALM SPRINGS

BY RESPONSIBLE COUPLE

Box 190, Desert Sun, File K-6

6 UNITS — CHOICE LOCATION

\$22,500 Down. — L. Hammond

128 W. ANDREAS. PH. 9154

TERRY RAY

773 N. PALM CANYON

POOL SPECIALS

Home with pool \$17,500

Income with pool \$17,500

Home with pool \$25,950

HOME AND INCOME — Walk to shops and P.O. Lovely 2 bedroom 2 bath home plus 2 separate apartments. Nicely furnished, TV. Minimum income \$225 per month. Perfect for retired couple. Only \$35,000. Good terms.

IMMEDIATE OCCUPANCY — 3 bedrooms, 2 baths. Fireplace. Exclusive south end area. Large pool, sundeck. Excellent investment. Walk in for only \$31,500—furnished. Good terms.

OWNER LEAVING — forced sale. Reduced from \$89,500 to \$79,500. 7 gorgeous new kitchen units, furnished. Includes owner's 2 bedroom home. Large pool. TV room and barbecue. Top location. CALL NOW!

LARGE HOTEL SITE—top hotel area. 200 ft. frontage, fronts 3 streets. It's legal, to steal this at \$35,000. Terms.

HIWAY FRONTAGE — 128 acres, some improvement including priority water rights. Ripe for subdivision. Call for further details.

PHONE 2064

Howard Palmer Erwin Hall
Bess Matloff Art Campbell
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160 ACRES LEVEL LAND

With Water Well. Located between Palm Springs and Indio, between Highways 99 and 111.

ONLY \$387.50 PER ACRE

BEAUTIFUL furnished 3 bedroom, 2 bath home in lovely El Mirador Estates. Only \$29,500.

INCOME WITH PRIDE

12 beautifully furnished units. Refrigerated air conditioning. Latest design pool with ample relaxation area. Ideal location. Offered to qualified purchasers for \$135,000.

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REALTOR

382 N. PALM CANYON — ph 5727

LUXURIOUS

LAS PALMAS Estates home, 3 bedrooms, 3 baths, guesthouse and bath, heated pool with dressing rooms, beautifully landscaped. Owners must sell. Completely furnished or unfurnished. May consider lease by appointment only.

222 N. VIA LAS PALMAS
PHONE 5175 OR 2428

CATHEDRAL CITY

AN EXCLUSIVE LISTING

Heart of Cathedral City, facing 2 streets. A steal at \$30,000. Owner will close for \$25,000 on terms. Property contains 8 rentals and owners apartment.

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LOOK TO THE FUTURE

"BUY NOW"

"WE HATE TO PART WITH OUR BABY," says the Owner. This home of eight or ten years has had loving and constant care. The full-grown, well-groomed shrubs completely surround the yard giving complete privacy. The barbecue off patio makes outdoor dining a joy. The home has two bedrooms—well arranged—with outside doors from living room, kitchen, and bedrooms. TV installed... walking distance to town. \$16,950.

AN HOUR MORE SUNSHINE... when you own this new, modern 3-bedroom, 2-bath home... lots of tile, large wardrobes, direct TV... reception excellent. Seeing is believing. Only \$12,250

DELUXE MODERN—Ideally located in south end... 3-bedroom, 3-bath, pool, 2-car garage... walled, planted, sprinklers. Completely furnished. \$42,500.

DUPLEX... New, each unit has one bedroom, nice living room, large kitchen, patio, and washroom. Close to schools, churches, and shopping. \$2500 down. Price \$14,950.

LOT R-1... Lar Palmas... completely walled, paved street and sidewalks. Size 120x114. \$15,000.

LOT R-1... Deep Well... 100x125... \$8,900.

RENTAL—Lovely furnished 4-room apartment, pool. 250 month. DELUXE 2-bedroom unfurnished house... modern Wexler and Harrison design... \$125 month.

IF WE HAVEN'T WHAT YOU WANT... WE'LL FIND IT!

THERESA PRESS, Realtor

FRANK GAUTIELLO TED McKINNEY
611 South Palm Canyon Drive Phone 5282 or 5294

AMY NELSON

\$15,000—2 bedroom, 3 patios, shade and fruit trees.
\$15,500—2 bedrooms, 1 year old. It's nice! A cutie.
\$17,500—3 bedrooms, 2 baths, one year old. Center town. Good terms.
\$21,000—Furnished 3 bedrooms, 2 baths, pool. Good terms!
\$23,500—New 3 bedroom, 2 baths. Refrigeration. Double carport. Ash cabinets, built-in stove and oven, 3 fireplaces. A beauty!
\$25,000—Furnished 3 bedrooms, den, 2 baths. Double garage. Walled. Fruit trees. Sprinkler system. Small down payment, or trade.
\$25,500—New 3 bedroom, 2 bath, double port, pool. Fenced.

UNITS

\$15,500—Well built duplex. North end. Good buy. See to appreciate.

\$35,000—3 units, pool. Very well furnished. See it!

\$75,000—12 units, pool, top location. Underpriced. Top-top buy!

\$90,000—14 units, pool. Good location. See it now!

LOTS

R-1—\$1500. **R-2**—\$2500. Large panoramic view lot—\$3950.

300 ft. on Palm Canyon. Ripe for development—\$75,000.

MEMBER REALTY BOARD AND MULTIPLE LISTING SERVICE

AMY NELSON, Realtor

2277 North Palm Canyon Drive Phone 5254 or 5545
San Clemente Office 308 No. Highway 101 — Phone Hy. 21121

CATHEDRAL CITY

CUTE HOME

OVERLOOKING Tamarisk — One acre. Landscaped. Horses O.K. \$10,000.

2 Bedroom, studio unit, pool. \$12,500 — Submit down.

ACREAGE — \$35 per acre

ON YOUR LOT

2 Bedroom \$4945

4 Bedroom, 2 bath \$7095

1 Bedroom duplex \$6450

Carl Mayfield

REALTY Ph. 8-7024

68-472 Broadway Across from Bank Cathedral City

INDIO BRANCH

81-777 Hiway 111 Ph. 7-5917

PAUL KRAMPE — Associate

SEE US BEFORE BUYING NEW SPECIALS

Lots 105' x 135' \$1650

Lot for 3 units \$3500

NICE furnished duplex. Room for unit. Both rented. Terms. \$11,500

SMALL neat furnished home on income lot. Close in. \$7000.

2 Bedroom, 1 1/2 baths, view home on 1/4 acre, large porch, carport. \$13,000

Rented 2 bedroom house, Corner income lot 100 x 87 1/2. Close in. Asking \$14,000. Make offer.

RUTH BILES

REALTOR

GENEVIEVE MURRAY Associate
744 BROADWAY (HIGHWAY 111)
Cathedral City Ph. 8-5734

Branch Office — Phone 8-6288

NEW 1 BEDROOM furnished or unfurnished. Large Windows, Carpeted, View, garage. Real nice! \$12,500 unfurnished.

SWEETEST 2 bedroom. Shady setting, view, one acre. Only \$12,250. Hurry.

WULFF & CANIFF

ASSOCIATED BROKERS
67-735 Highway 111 (4 miles south)
PH. 8-5265 — Eve. 3209

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CULVER NICHOLS, Realtor

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AT 861 NORTH PALM CANYON DRIVE SINCE 1932

FABULOUS ESTATE HOME, guest house. Pool. The ultimate. LEASE IT \$9000 season. BUY IT \$95,000.

LEASE IT \$3000 season. DOLL HOUSE with Pool or BUY IT \$

DON CAMERON, Realtor

22 YEARS ON THE DESERT

Foremost acreage and land development consultants.

BEST SPECULATIVE BUYS!

56 ACRES—North of Highway 111—\$165 per acre.

40 ACRES on paved street with water. \$300 per acre.

10 ACRES near Highway 111—\$850 per acre.

80 ACRES adjoining Thunderbird Country Club. \$5000 per acre. Terms.

ASSOCIATES

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ON "THE STRIP," HIGHWAY 111, RANCHO MIRAGE

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HEAR the "DON CAMERON SHOW" over KCMJ every

SUNDAY AT 3 P.M. for the BEST BUYS on the DESERT!

CATHEDRAL CITY

1 BEDROOM home near Cathedral City. Lovely lawn and shrubs. On leased land. Total price only \$3450. This is a nice place for little money.

INCOME PROPERTY—Furnished home plus 4 furnished apartments on leased land. Income \$260 per month. Can be bought with \$4000 down. Total price \$10,500. If you want to make money from a small investment this is it!

1 BEDROOM FURNISHED house overlooking Tamarisk Golf Course. High ground, wonderful view. Horse corral and barn, plenty of trees, water and elbow room. Priced for quick sale. \$12,750. Terms.

SMALL DRESS SHOP, near Palm Springs. Good business, money maker! Excellent terms.

SHOE STORE—No competition, a busy place.

CAFE—Busy spot. Beer license. Good chance to expand business. This is a good opportunity for live wire.

JORGENSEN REALTY

Cal Brown—Associate Broker and Business Opportunity Broker.

Associates—Charles Scott — Ben Rothenberg — Merle Cooper

58-574 Broadway (Highway 111)

Cathedral City Phone 8-3401

Apartment for Rent 43

BEAUTIFUL Studio Apartments. Utilities. Heated Pool. Lobby with TV. By month \$275, for year \$1800. El Coronado, 1410 South Palm Canyon.

ULTRA modern, new unfurnished. 1 bedroom, TV Cable, fireplace. Pool, extra closets, tile floors, adults. \$125. 835 So Camino Real, Apt. 1. Phone 4609 or 4607.

DELUXE Furnished Apartment, large 1 bedroom, neat, clean, pool, TV Cable. Wonderful south end location. \$145 month. Reid-Wade Realtors — Ph. 2855

ONE bedroom furnished apartment, 1 block from Bullock's, utilities paid, by month or season. Hotel Winter Garden, 205 S. Palm Canyon Drive.

BRAND NEW

LARGE 1 Bedroom, unfurnished, separate laundry room, pool. 629 THORNHILL ROAD PH. 7470

LOVELY 1 bedroom apartment. Pool, private patio, air conditioning. Completely furnished. 970 Parocela — Ph. 3772

FURNISHED 1 Bedroom Apartment with fireplace, outside barbecue and patio. Also studio apartment. 558 Calle Abonia.

1 AND 2 bedroom. Day, week or month. Pool, TV in every unit. Bermuda Palms, 650 Indio Rd. Ph. 9944.

LIVING room, bedroom and bath. Kitchen privileges. Ladies only. Contact Vern Baumgardner. 210 E. Amado — Ph. 2591

NEW Modern design, lavishly furnished, spacious 1 bedroom, 3 minutes to center. Pool, cable. 1821 E. Amado. Phone 7663.

TWO furnished, two-room apartments, complete kitchens. Close in. \$75 and \$85 until June 1st. 537 Calle Palo Fierro—Ph. 5385

\$25 MONTH only. 4 room house to right caretaker couple. Light duties. N. Palm Springs area. PHONE 4-2613

KITCHENETTE Apartments and Rooms, air cooled, centrally located, swimming pool. Reasonable Rates. Ph. 9006.

NICELY furnished 1 bedroom apartments, also studio apartment, on year or season lease. 967 Camino Parocela. Ph. 6327.

STUDIO apartment furnished, with use of heated pool, \$125 including utilities. Call evenings, 610 Camino Real, Phone 4927.

35' COLUMBIA Trailer for season. Pool privileges. See at Ramon Trailer Park, Lot 265.

PENTHOUSE, nice 3 room, tub, shower, garage, cable, season. 2 adults. 276 Palo Verde Ave.

1 BEDROOM furnished apartment, pullman bath. \$110 month. Adults 547 CALLE ABONIA

1 BEDROOM full bath, fireplace. Colorful, furnished. Nice Reasonable. Phone 6921.

LARGE 2 bedroom, panel ray, air conditioned, TV Cable. Close in. 555 Calle Roca.

INVESTIGATE BEFORE YOU INVEST!

NEAR RANCH CLUB—Beautiful 3 bedroom, 2 bath home, built one year. Wonderful location! Stove, refrigerator, drapes and curtains included in price of \$18,000. Substantial down, balance \$120 per month including taxes and interest.

PALM DESERT—Furnished 3 bedroom and den, 2 kitchens, 2 baths, fireplace, 3 coolers. Lot 75x125. Full price \$14,500. Only \$5000 down, balance \$100 per month.

MODERN 3 BEDROOM HOME. 2 full baths, showers over tubs, large hallway, living room across entire front, wall to wall carpet in living room. Drapes included in price. Only 3 blocks from new school. Lot 102x100. This home is spic and span. Must see to appreciate! Price \$15,250. 1/3 down.

IMMEDIATE OCCUPANCY—Near High School—Modern 2 bedroom home. Double attached garage. Price includes drapes, carpets, electric range and refrigerator. Enclosed backyard. Full price only \$14,000—\$3000 down, balance like rent.

ALSO SAME AREA — Modern 3 bedroom, 2 bath home. Completely furnished including TV, all new furniture. Large corner lot. \$14,950, less than 1/3 down.

E. C. GARLAND

REAL ESTATE

MADGE ROCKS—Associate Broker. Residence Ph. 4878 or 9157

482 North Palm Canyon Drive Phone 2140

Houses for Rent 46 Household Goods 50

PALM SPRINGS

SPACIOUS DELUXE DUPLEX

TWO large bedrooms, less than 5

minutes to downtown, prefer

adults or children over 12. Very

nice furnished, beautiful yard.

Garage. Reasonable rent. 590

Desert Way or call Mr. Ewing.

Palm Springs 2236 or 5854

641 OCOTILLO—One of the finest

homes in Palm Springs. Furnish-

ed 4 bedrooms, 3 baths, hard-

wood floors (no slab). Most mod-

ern air conditioning and filter-

ing by SERVEL. New pool 18x42.

Walled lot 110' x 135'. Available

one month to 10 years. Ph. 2909.

3 BEDROOM and den, 3 bath, un-

furnished home. Available Nov.

1st. \$200 per month on year's

lease. Muriel C. Fulton, Realtor,

125 S. Palm Canyon Dr. Phone

2225.

2 BEDROOM, 2 bath beautifully

furnished owners home, corner.

\$600 month for season, plus gar-

dener and utilities. \$3600 yearly

lease. 308 No. Sycamore. L.A.

Apt. 302. Ph. WEBSTER 6-2562.

BEAUTIFULLY furnished 2 bed-

room, and den, unit heat, TV,

walled-in yard, double garage, 8

months lease. \$300 per month.

Phone 2475 or 7900 owner.

Tamarisk Country Club

FURNISHED, 4 Bedrooms. Pool.

Refrigerator. \$1500 a month.

PHONE 8-7452

NICE roomy furnished 2 bedroom

house for rent or lease near May-

fair Market. 365 E. Alejo Road.

Palm Springs.

BEAUTIFULLY furnished, land-

scaped, 3 bedrooms, 3 baths,

lanai, heated pool, near El Mira-

dor. \$3600 Season. Phone 6769.

ADORE House in Araby. Terrific

view. 3 bedrooms, 3 baths, gar-

age furnished. \$250 month years

lease. Phone 2905.

1 BEDROOM furnished apartment.

\$115 per month, utilities included.

No lease. Good location. Inquire

475 North Palm Canyon Drive.

BRAND new, 3 bedroom, 2 bath

house, unfurnished, near school.

\$140 month on yearly lease.

PHONE 9494

3 BEDROOM unfurnished house.

Also 3 bedroom unfurnished

apartment. 710 Broadway, Cath-

edral City. PHONE 8-5005

MODERN two bedroom, two bath

furnished. No children or pets.

\$140 month on year's lease.

550 PASEO DE ANZA

3 BEDROOM, 2 bath home with

pool. Furnished 9 months lease

or by the month.

PHONE 5612 or 7122

NEW 3 Bedroom, 2 bath, unfur-

nished. Close to new school.

PHONE 2734

MODERN furnished, 2 bedroom,

lanai. Off Indian Ave. Adults.

PHONE 6218

30 FOOT MOBILE home for lease

on lot. Prairie Scooner Trailer

Park, 601 E. Andreas Rd.

FREE Trailer Space for caretaker

couple, 4 miles out.

PHONE 4-2613

Household Goods 50

WASHING Machine—Wringer type

Cabinet sewing machine. 66" Set-

tee. All reasonable. Phone 7478.

1948 GAS Servel refrigerator, 10

cu. ft. Freezer across top \$95.

PHONE 2551

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Dillen Road, No. Palm Springs

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MODERN FURNISHINGS

WE HAVE the largest stock in the

Palm Springs area. Come in

and browse around without obli-

gation. Low down payment, up to

24 months to pay.

Good Trade-in Allowances

Corner Ramon and Sunrise

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DAVENPORT—good condition \$35,

matching overstuffed chair \$15,

2 large lamps \$10 each. G.E. Re-

frigerator, 6 cubic ft., perfect

condition \$60. Various miscellan-

eous articles, reasonable.

PHONE 5918

LATE MODEL Norge Automatic

Washer, \$110. Twin Rock Maple

bedsteads, \$30. 8 1/2 x 10 1/2 Wool rug

and pad, \$30. Man's 26" Schwinn

Bike, \$30. Penn. Lawnmower,

\$12. 2053 McManus Dr.

Private Rummage Sale

Furniture, kitchen-ware, dishes,

blankets, carpets, and many

items from 10 cents to \$1.00. 1162

San Jacinto Way. Phone 2807.

DINING room set. Very fine East-

ern Mahogany. Table buffet,

server, 2 large mirrors, 7 chairs,

cost over \$1000. For quick sale

\$175. Phone 9447.

1953 WEDGEWOOD Stove \$180;

Mitchell Hi Fi record player

\$110; Modern Chair \$15; Univer-

sal electric coffee pot \$15; electric

mixer \$10. 3104.

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WE Buy and Sell Everything Used

Ph. 8-4243 opposite Sunair Theatre

BARBECUE table and benches,

highly polished knotty pine.

Chrome and plastic covered set-

tee and chair like new. Ph. 3517.

BEAUTIFUL WURLITZER PIANO

A GOOD BUY

133 E. EL PORTAL

MAHOGANY leather topped tier

table, \$35. 2 overstuffed chairs

\$35 each. Phone 9255.

GRAND PIANO

A-1 CONDITION — SACRIFICE

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LIVING ROOM FURNITURE

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THE PLAZA PH. 2838

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PALM SPRINGS

MUSIC CO.

360 N. Palm Canyon Ph. 6122

BABY GRAND piano for sale. Rea-

sonable. Carved walnut casing.

PHONE 9201

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LATE Model blonde Philco TV 21"

\$100. No offer. Phone 98.

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Shop Here, We Have the Largest Selection in the Valley

PRICED TO SELL — TERMS TO SUIT

Kits, Vikings, Roadmasters, Norsemen,

Goldenstate, Kenskill, Silver Streak

15 TO 50 FOOTERS — 1-2-3 BEDROOMS

HAROLD ONKEN SALES

1938 WEST 5TH STREET

West Edge of San Bernardino on Highway 66

Open 'Til 9 Every Night Phone 85-3221

Trailers for Sale 51 Trailers for Sale 51

TREMENDOUS DISCOUNTS

on all NEW AND USED TRAILERS

</

'Parents' Voting' Is New Contest In School Here

"Why My Parents Should Vote" is the theme of a contest opening today for all children between the ages of eight and 12 inclusive who attend schools within the Palm Springs Unified School District, or who live within the city limits of Palm Springs and attend private or parochial schools.

Sponsored by Palm Springs Volunteer Local No. 1341, Forty and Eight, honor society of the American Legion, the contest offers two new deluxe Schwinn bicycles as prizes for winning statements of 25 words or less. The bicycles were secured through the courtesy of Pop Menard's Hobby Shop, 378 South Indian Avenue.

A BICYCLE WILL be presented to the winning boy and girl whose entries, in the opinion of the judges, are the best. Entries will be judged on originality, sincerity and neatness, and must be submitted in the handwriting of the contestant. All entries will become the property of the sponsor, and the decision of the judges will be final. Entries must bear the name, age, address and the school attended of each contestant.

Through the courtesy of Dr. Wallace Mueller, superintendent of schools, contest announcements and official rules were distributed today in all schools of the district.

CONTEST DEADLINE is noon, Monday, Oct. 29. Winners will be notified, and bicycles will be awarded by members of the Forty and Eight during half-time of the Palm Springs High School football game on Friday evening, Nov. 2.



OPEN HOUSE CELEBRATION of the new, modern Coachella Valley Savings and Loan Association offices was very successful, according to William Smith, president,



with thousands of persons inspecting the new facilities Saturday afternoon and evening. The previous evening, invited guests attended a sneak preview and chuckwagon dinner. (Desert Sun Photo)

High School Highlights

By MELINDA HOUGH

Again this year the Journalism class of Palm Springs High is working with The Desert Sun in bringing you the news from the local campus.

The biggest news on campus last week, and around the nation for that matter, was the invasion of the school by the sight of bare knees. The Senior boys were the leaders who were soon led back to

change into long pants. The boys have now taken their idea to the Student Council and the question now is will the dimpled knees be seen again on the campus.

The Seniors again made news by starting a new addition to the senior activities. Each Wednesday, Seniors, Hats, and picnic lunches gathered into a roped off area of the High School quadrangle. During this noon time activity the students sing songs, lead cheers and play games. The class of '57 hopes to make this a school tradition.

WITH FOUR WEEKS of school now behind us, we have had two dances. The annual Welcoming dance was held Sept. 29 at the Palm Springs Play House. The next dance was the first Sock Hop of the year which was held Oct. 5 after our first league game which we played here against San Jacinto. Both dances were very successful with over half the student body attending them.

The Indian Club, under the direction of their new president, Don Bradley, sponsored Color Day. The entire student body, with the exception of about 15, joined in and wore red and white for the school spirit drive. Those who failed to wear the correct colors were brought up before the assembly and were given a pledge. Following the pep assembly there was a pregame parade. About 30 decorated cars with students, crepe paper, and signs paraded up and down Palm Canyon Drive.

Five new pom pom girls and three new majorettes have been elected out of about 30 girls who tried out. The new pom pom girls are: Judy Geller, Jo Jo Rosin, Ann Waters, Wendi Hammond, first substitute, and Jaci Sale, second sub. The girls returning from last year are: Neenah Hall; head pom pom girl, Theola Neil, Ann Holmes, Doris Wood, Bonnie

Record Campaign Planned by Dodge

A record number of newspapers throughout the country will be used to launch the 1957 Dodge advertising campaign, Wendell D. Moore, Dodge assistant sales manager-advertising and sales promotion, said today. The new models make their debut Oct. 30.

More than 4,000 papers, including every important daily Woodmansee and Carol Shurley. The new majorettes are Pat Hayhurst, Koral Himes and Dottie Neidhart. Returning are: Jean Colburn, head majorette, and Pat Pearl.

CLASS ELECTIONS were held and it was a rough fight for all the students who ran. The Freshmen elected Dennis Hicks, president; Maria Marmolejo, vice president; Jo Jo Rosin, secretary and Virginia Peller, treasurer. Those who came out on top of the Sophomore election were Bob Bigelow, president; David Singh, vice president; Hazel Micelli, secretary and Donivie Ellison, treasurer. For the Junior class the officers are: Haig Harris, president; Bonnie Woodmansee, vice president; John Gallerani, secretary, and Shirley Kaplan, treasurer. The Senior class will be represented by Rollin Binzer, president; Lindsay Nielson, vice president; Stephanie Bruton, secretary, and Sharon Smith, treasurer.

The presidents of all classes and clubs plus the student body officers are the students that make up the Student Council which is the Government Board of the school. Well, that about brings you up to date on the happenings out at the high school and we hope that you will look for this column next week and the weeks after so you will know what the youth of Palm Springs is doing and how we are trying to help the people of our town.

California wine labeling regulations require wines bearing a varietal name, such as Zinfandel or Riesling, to consist of at least 51 percent of the juice of that grape.

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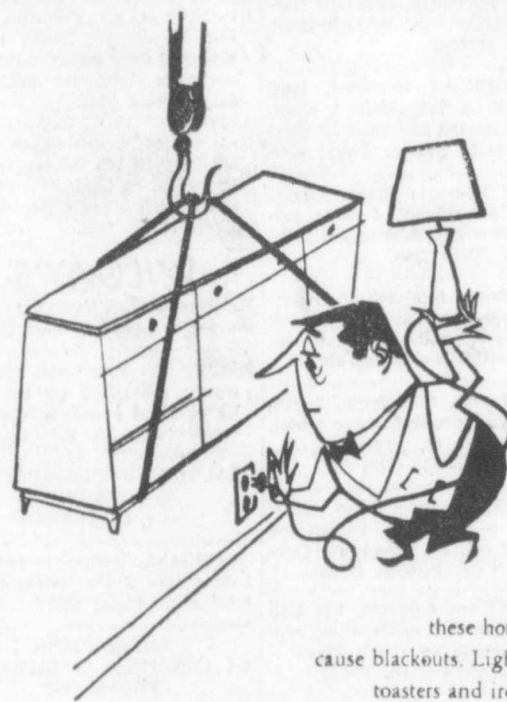
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all joking aside

You can't use the electrical appliances you want today in a home with out-dated wiring. Yet 80% of the homes in this country don't have enough HOUSEPOWER. Families living in those homes can't have the appliances they need and want.

Not only that—in most of these homes even appliances regularly in use cause blackouts. Lights flicker, TV reception is poor, toasters and irons take forever to heat.

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